

STUDEBAKER NEW MODELS BEAUTIES

New Series 17 Four Priced at \$445 Six Seals for \$1,050—More Than 3,000 in Hands of Dealers.

NO RADICAL CHANGES MADE

Announcement just made of the new series 17 Studebaker six-cylinder and four-cylinder models comes in the nature of a double triumph for the Studebaker corporation. For not only has this giant organization maintained Studebaker quality in its latest product, while effecting eleven added refinements and in several instances reducing prices, it is further starting the public by announcing that shipments of the new cars have been going forward for the last two weeks, so that more than 3,000 dealers already are able to show the series 17 models.

The basic design of the series 17 cars shows no radical changes. The mechanical principles that have proved successful are retained intact. More Roominess. The new refinements have been in the direction of securing greater roominess and comfort, along with still further conveniences. In spite of these added features, however, the new series 17 four-cylinder seven-passenger touring car now sells for \$445. The three-passenger roadster is priced at \$335. The six-cylinder seven-passenger touring car is priced at \$1,050 and the three-passenger roadster at \$1,025.

A notable addition to the Studebaker line is the six-cylinder seven-passenger sedan model, the price of which is \$1,475. Other new series 17 six-cylinder models are the three-passenger landau roadster at \$1,350, four-passenger coupe at \$1,900 and seven-passenger limousine at \$2,300. The four-cylinder models include the three-passenger landau roadster in addition to the touring car and roadster types.

One of the most striking refinements in the series 17 cars is the divided front seat effect. The front seats are of the individual type of construction and are adjustable fore and aft.

Coincident with the appearance of the new series 17 models it is announced that the Studebaker output for 1916 will total 35,000 cars. The factory force is now working on a schedule that insures that number of machines during the coming year.

Foshier Takes Over The Dort Auto for This Territory

"Those who appreciate value, sturdiness and class in motor cars," says W. E. Foshier, "will be greatly interested in the Dort, as it has many features that one would hardly expect in a car selling at the Dort price, \$650, complete with electric starting, electric lighting, demountable rims and full accessory equipment."

The name Dort in the automobile field is by no means a new one, as the organization which builds the Dort has built vehicles and automobiles for the last twenty-nine years. The Dort Motor Car company is the outgrowth of the Durant-Dort Carriage company, builders of the famous Blue Ribbon line of buggies and farm vehicles.

"In selling the Dort car the officials of the company have adopted a policy that is unique in its fairness to both dealer and owner. This policy is to develop one section of territory at a time and only to enter new territory when increased factory production makes it possible to supply additional dealers."

"The Dort Model Five touring car sells for only \$650, but in looking over the car itself one is impressed with the many little refinements and 'big car' touches that lift the Dort into a class of its own."

"For instance, you will find that the Dort powerful, high speed, long stroke motor, while cast en bloc, has independent cylinders with large water jackets that completely surround each cylinder and each valve cage, making provision for efficient cooling under the most severe conditions of hard and fast driving. "Again you will find that the Dort uses the dual exhaust, a feature that has heretofore been confined to the highest priced cars. This feature entirely eliminates back pressure and adds to the power of the motor."

Success of Saxon Car is the Talk of The New York Show

High above the tumult and talk aroused by the greatest motor show yet staged in New York, rose the announcement of the Saxon Motor Car company's remarkable step from obscurity to a stellar position among the automobile companies of the world in two years' time. One thousand orders during the last week of 1915 and 1,000 more during the show was the spark which set off the final fireworks. Three hundred enthusiastic Saxon dealers from all parts of the country gathered together in a great jubilee banquet to celebrate the wonderful winter sales record, and the fact that though only two short years ago the Saxon exhibits was on the fourth floor, it occupied a prominent position on the main floor at this year's show and was the center of discussion.

Inasmuch as space at the show is awarded on the basis of sales volume, the placing of the Saxon on the main floor constitutes official recognition of the amazing growth of the company.

One of the big features of the jubilee banquet was a telegram sent to President Wilson reading: "Saxon dealers of the United States assembled at annual automobile show send you this message of faith and confidence in your Americanism in the critical hour of nation's history."

LOOK FOR AUTOMOBILE SHORTAGE DURING YEAR

George F. Hilm, W. L. Kelly, W. L. Huffman, F. J. McShane, J. T. Stewart, Ed. and W. E. Foshier returned last week from the New York auto show, and their opinions seem to be generally the same, that the show was a success and that dealers were impressed with the necessity of placing orders early.

The demands upon the factories during the 1916 season will be manifold, assert the Omaha men, and there is a great possibility of a greater car shortage this season than there was last.

A "For Sale" or "For Rent" Ad placed in The Bee will accomplish its purpose.

Nebraskans Blocked by Ocean



C. H. EAKIN.

A group of pictures of western scenery have recently been received by C. H. Eakin, one of its dealers. Mr. Eakin left Nebraska during the latter part of November, enroute to California in an Oakland "38." This car had been driven as a demonstrator car for 3,000 miles before starting west upon this last trip of 2,000 miles. The performance of the car was gratifying and Mr. Eakin claims to have had no mechanical trouble during the trip. He got through without a puncture and had seventy-five pounds of Omaha air in his

tires when he reached California. Eakin averaged sixteen and two-thirds miles per gallon of gasoline and he had no repair bills. In the mountains and on the Mohave desert Eakin met numerous cars of different makes, many of which were having trouble, and he is now a believer in the "38" to the extent that he will back it against anything in its size and price. The above picture shows where Eakin was only blocked by the ocean, as the mountains were no hindrance.

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Name Plate on Gasoline Tank

The Mitchell-Lewis Motor company of Racine, Wis., is putting out its "Six of '16" with the Mitchell name plate, done in nickel metal, attached to the gasoline tank on the rear of the car. It may be seen at a considerable distance. "To my knowledge, ours is the only company in the industry supplying the name plate for the gasoline tank," said General Sales Manager O. C. Friend. "We continue the practice of using the name plate on the radiator, for the Mitchell company is proud of its good name and

old and established business reputation. Mitchell car owners throughout the country suggested the script work 'Mitchell' done in nickel, the whole thing being about ten inches long, and we gave the idea prompt attention." "Decides," added Mr. Friend, "the gasoline tank, when on the rear of the car, is the logical place for a distinguishing mark for the automobile—the only time you really want to know 'what car is that?' is when you are coming up from behind and are striving to pass the machine in front of you."

Booklet for Renters. Among the additions to the Washington list of renters is an infielder named Frank Parks, who hails from Atlanta.

Willard A Thorough Inspection It's just as necessary for a storage battery for a human being. Good health means efficiency in either case. Our free inspection is an inexpensive safeguard. Nebraska Storage Battery Co. 2203 FARNAM ST. TEL. DOW. 5102. Free inspection of any battery at any time.

Gossip Along the Automobile Row

In a challenge issued to other tire manufacturers, the B. F. Goodrich company of Akron, O., through its local manager, W. S. Rutherford, declared itself willing to throw open its books and records to an independent audit company if other companies will do the same, that the Goodrich company may prove its manufacture more automobile and truck tires combined than any other concern in America. The challenge states that the Goodrich company manufactured in the last year more than 2,500,000 tires.

Supplementary to the challenge is a statement issued by the B. F. Goodrich company in which it denies certain reports that it had abandoned the manufacturing of white rubber tires because of prohibitive war prices for white pigment, or for other reasons, and is building the so-called black tread "barefoot" tire as a substitute. To support the denial the company declares it has tons of white ingredients necessary to build white rubber tires on hand at market prices, and that it knows where plenty more is available.

H. H. Riposte, local manager of the Akron Marathon Tire company, spent last week at Kansas City, with Daniel Zelloff, advertising manager of the Marathon Tire and Rubber company. The object of this visit was to attend the hardware and implement dealers convention. Mr. Zelloff gave a detailed talk on advertising to the Towley Motor and Hardware company.

Walter H. Jenks, vice president and treasurer of the Marathon Tire and Rubber company, will be in Omaha next week to complete the plans for the extension of the Akron Marathon business in this territory.

Lansing Folks Get Rich in Building Reo Automobiles

Here's an Aladdin's Lamp story that comes out of Lansing, where Reo cars are made.

Every man who travels Michigan knows the Downey house, one of the most famous hostleries in the entire state. Any one who has ever stayed at the Downey house knows genial "Billy" Grove. "Billy" is now manager of the Downey house—Charles F. Downey has long since come to leave everything to "Billy." But in 1904 when the Reo Motor Car company was first incorporated, "Billy" held the position of clerk. "Billy" was one of the many Lansing people who had implicit faith in the men who were then starting in the new enterprise, and he invested the, to him, large sum of \$1,000, in Reo stock.

The other day when the Reo stockholders met and decided to increase the capitalization of the company \$10,000,000 at the same time voting a 100 per cent stock dividend, "Billy" sat down and figured up how much his \$1,000 investment had developed into in the eleven years since the inception of Reo. He found that it now amounted to \$119,000. In order to understand this tremendous increase one must remember that the Reo Motor Car company was originally incorporated for only \$500,000, then increased to \$1,000,000, later to \$4,000,000 and now to \$10,000,000; and that beside the stock dividends declared at those various times, there has been something like 1,500 per cent in cash dividends disbursed among the Reo shareholders.

"Billy" Grove's original \$1,000 worth of stock has developed into 2,400 shares. This, at the present market value, \$5, plus the cash dividends he has received gives him a net earning on his original thousand of more than \$119,000.

"And best of all," says Donald E. Bates, secretary and treasurer of the Reo Motor Car company, "is the fact that 'Billy' Grove's story is precisely the story of a great many other Lansing people who had confidence in the men who organized the Reo company, and whose confidence has been justified and so handsomely rewarded."

OVERI AND COMPANY IS TO USE ZONE MANAGEMENT

Because of the phenomenal growth and the immense production of automobiles at Toledo, O., the Willys-Overland company has recently adopted the zone method of sales throughout the United States, establishing thirteen zones from which all factory matters will be handled. The real object of zone management is to bring the factory and its general sales policies into closer touch with the distributors and dealers in the territory.

C. H. Tyler, the new zone manager of the Omaha zone, which embraces a portion of Iowa and all of Nebraska, stated positively that the establishment of a zone office in Omaha would have no effect whatsoever on the distributors in that territory, except in so far as a closer association with them will make it possible for the factory to more fully cooperate with the distributors.

An Announcement

More or less Important

The Mitchell Motor Co. and the Stewart-Toozer Motor Co., have been consolidated under the name of J. T. Stewart Motor Co.

The Pierce-Arrow and Mitchell Cars will be handled. Pierce-Arrows, \$4300 to \$7500—Mitchells, \$1250 to \$1800.

The Address is 2048-2052 Farnam St. The Telephone number is Douglas 138

That's all—For the Present

Duffy's in the Sunset of Life

In the sunset of life, when memories take the place of the quickening heart throbs of youth, the gradually cooling fires of life need gentle fanning to keep their embers in the ruddy glow of healthful, vigorous old age.

Many a dear old person you may know, many a great grandmother or great grandfather, who is the delight of several generations because of an active sympathetic mind, owes his or her mental youth to the wise use of that long and widely tested, safe tonic-stimulant for the old.



Duffy's Pure Malt Whiskey

Taken in tablespoon doses in an equal amount of water or milk before meals and on going to bed, it acts as a mild stimulating tonic, increasing the appetite and digestion and enriching the blood.

Recognized as a family medicine everywhere, many physicians testify that for this purpose Duffy's Pure Malt Whiskey meets all requirements, and that its positive purity makes it one of the most valued strength producers obtainable for the sick, weak and aged. Because of its wholesomeness and palatability it is easily digested by the stomach and absorbed by the body—it produces the necessary heat and gives renewed strength to the fast tiring muscles.

If there are any aged members of your family or any loved old friends whose failing strength you would save, you can safely present them with a bottle of Duffy's.

Get a bottle today. Give it a fair test. Learn why so many thousands of people have praised Duffy's Malt so highly. Don't accept anyone's word for it—find out for yourself.

"Get Duffy's and Keep Well" Sold in SEALED BOTTLES ONLY. Beware of imitations. NOTE Get Duffy's from your local druggist, grocer or dealer \$1.00 per bottle. If he cannot supply you, write us. Send for useful household booklet free.

The Duffy Malt Whiskey Co., Rochester, N. Y.



Big Price Savings and Absolute Quality Satisfaction in January Sales

HAYDEN'S 16 TH DODGE AND DOUGLAS STREETS

We Advise Our Customers to Buy Flour Now—The Market is up and Flour Will Advance Again in a Few Days.

- Monday, 48-lb. sacks Best High Grade Diamond H. Flour, made from the best selected No. 1 wheat, nothing finer for bread, pies or cakes; equal to flour sold for \$2.00 sack—Monday only, for 48-lb. sack, \$1.45. 17 lbs. Best Pure Case Granulated Sugar for \$1.00. 10 bars Best 'Em-All, Diamond C. or Laundry Queen White Laundry Soap for .25c. 10 lbs. Best White or Yellow Cornmeal for .21c. 8 lbs. Rolled White Breakfast Oatmeal for .25c. 6 cans Oil Sardines .19c. 4 pkgs. Best Domestic Macaroni for .25c. 4 lbs. Fancy Japan Rice, Pearl Tapioca or Lima Beans .25c. 32-oz. Jars Pure Fruit Preserves for .25c. Advo Jell for Dessert, pkg. 7 1/2c. 4 16-oz. cans Condensed Milk, 28c. 28-oz. Jars Pure Strained Honey for .23c. 7 lbs. Best Bulk Laundry Starch for .25c. 4 cans Wax, String, Green or Lima Beans .28c. 4 large cans Hominy, Sauer Kraut or Baked Beans .29c. 1-lb. cans Assorted Soups .8 1/2c. The best Soda or Oyster Crackers, per lb. at .7c. Fancy Crisp Ginger Snaps, per lb. at .7 1/2c. MacLaren's Peanut Butter, per lb. at .12 1/2c. The Best Tea Siftings, lb. 12 1/2c. Golden Santos Coffee, lb. .20c.

REMOVAL ANNOUNCEMENT

The Omaha Taxi Cab Co. DOUGLAS 90

We have now moved into our new building, 2572 Harney Street, which was built to our specifications which our experience in the Taxicab business for the past eight years has taught us we needed to give prompt service.

- STATIONS: BURLINGTON DEPOT (Down Stairs Entrance) Brandeis Store Brandeis Theater Burgess-Nash Store Fontenelle Hotel Henshaw Hotel Loyal Hotel UNION DEPOT (Down Stairs Entrance) Orpheum Omaha Club Rome Hotel Webster Depot 29th and Leavenworth 36th and Farnam 49th and Dodge

MAKE SURE HYATT ROLLER BEARINGS ARE A PART OF YOUR NEW MOTOR CAR