

AUTOMOBILES

STUDEBAKER NEW MODELS

Price Reductions Announced that Are Startling to the Motoring Public.

HIGH STANDARD MAINTAINED

By announcing for 1915 a seven-passenger, forty horsepower four at \$885 and a seven-passenger, fifty horsepower six at \$1,050, Studebaker has once more started the motoring public.

And once more Studebaker has proved that quantity production, scientific manufacturing methods and a wealth of manufacturing experience can reduce prices and yet maintain high standards of quality.

That these are high grade cars in every essential will be evident from the most superficial examination and the specifications as given by the engineering department at the Detroit factory indicate that the quality is even higher than with last year's cars. They show that finer steels have been used; that the upholstery is of the highest grade of leather the market affords; that the finishing operations have been increased to twenty-five in number, while numerous other details of manufacture are still further indicative of quality.

Yet despite all these improvements and changes the prices have been radically reduced in comparison with those of last year. No four of this size and power has ever been offered at anywhere near the price of \$885. No seven-passenger fifty horsepower six ever came within hundreds of dollars of the new price of \$1,050. The new cars illustrate more conclusively than ever the accepted Studebaker policy of dignity in design. The Studebaker has never gone in for unusual lines, believing that the public does not care for cars that follow the fads of style that each new season sees.

Accordingly, in this year's cars Studebaker has adhered to its customary lines, simply improving them in some slight details that add to effect. The line of the hood melts into the cowl and the cowl itself has been made longer. The crown fenders are of a deeper design than ever and cling more closely to the curves of the wheels and the lines of the entire car flow in unbroken curves from the radiator back to the tail-lamp. Grace is the dominant note of the whole design, and while the new cars are larger than ever and more massive in look, they are among the handsomest cars that have ever been produced.

New Seating Ideas. One of the notable features of the cars is the new unique arrangement of the seats. The driver's seat, for example, is shaped so that both the driver and the passenger riding with him have separate seats. This is a change that owners who drive their own cars will greatly appreciate. The tonneau is roomier than ever, and the auxiliary seats are of entirely new design, developed by Studebaker within the last year. Instead of folding back against the sides of the car or up against the back of the seat, they sink down into recesses in the floor, completely disappearing when not in use. All this extra room and ease of entrance and exit from the tonneau is provided.

Exceptional care has been paid to the upholstery of the new cars. The leather used is the finest grade of genuine, hand-buffed leather on the market. It is the Studebaker claim that no better leather can be bought at any price. It is a straight-grain, semi-bright finish, and is tufted with a high grade of curled hair. Deeper coiled springs give more resiliency.

The principal feature and that of deepest concern to motorists is the greatly increased power of the new Studebaker motor. Hills and rutted roads will have no further terrors for the proud possessor of a new Studebaker. Brake tests on the four have developed 41-55, and on the Six, 54.5 horsepower.

This added power has been secured in one way by enlarging the bore of the motor to three and seven-eighths inches. For another, the carburetor has been transferred to the left side of the motor, lessening the distance for the gas to travel and giving it freer passage. A separate intake manifold is another important factor in securing a wider range of ability for the motor.

Packard "Twin Six" to Be Here Monday

Horace Orr of the Orr Motor Sales company, agent the latter part of the week in Sioux City with the Packard "Twin Six" advance demonstrator.

In accordance with the Packard's sales extension policy for the coming year, Mr. Orr will open a permanent branch of his company in Sioux City. This will include, in addition to the sales office, a complete technical service branch of the Packard company.

The factory "Twin Six" will arrive in Omaha, Monday, July 12, for a two-day exhibition and demonstration.

LARGE AMOUNT OF LABOR IN BUILDING DODGE CAR

Some idea of the tremendous amount of manufacturing detail involved in the making of motor car parts can be gained from the following figures obtained at the big Detroit plant of Dodge Brothers. The cylinder block casting undergoes 150 separate operations; transmission case, fifty operations; speedometer drive gear in transmission, thirty-one operations; and the drive-gear, oil pan and pistons take thirty-seven, twenty-eight and twenty-three operations, respectively. This work includes all operations from the time the core is made in the foundry until the completely machined and gauged part is ready for assembly in the motor car.

E. R. WILSON PROUD OF HIS NEW STUDEBAKER

The new Studebaker Six arrived this week and E. R. Wilson has been busy showing it. He says it will do wonders and invites everyone to ride in it. In other words, he is willing to prove that its value is not excelled in the market today.

Gossip Along the Automobile Row

W. H. Head of the Lininger Implement company is lamenting the fact that the Oakland Six did not reach Omaha on July 15 as was expected. The demonstrator will be here late this week, however, and the factory assures representatives of quantity production by August 1. Dealers from all parts of this territory are crying for cars and Mr. Head says they could easily sell 500 cars in thirty days.

F. D. Rudisell, branch manager of the Firestone Tire and Rubber company, starts this week upon a tour through the west for the purpose of inspecting the branches under his supervision. The principal towns along his route will be Sioux City, Ia.; Sioux Falls, S. D.; Estherville, Ia.; Carroll, Ia.; Denver, Colo.; Cheyenne, Wyo.; Lincoln, Neb.; Hastings, Neb.; and Colorado Springs, Colo.

Dave Sherman of the Omaha Metal and Iron Works bought a new Paige 6-36 from the Murphy-O'Brien Auto company, which had the banner week in retail sales, having sold Dodge Bros. cars to the following: G. D. Shubert, Dwight Williams, Charles McDonald, E. J. Howell, A. E. Stevens, Tr. Nicholas and M. M. Foote.

J. M. Opper, formerly connected with the Maxwell branch as district manager, is back on Auto Row with his faith pinned to the Reo. Mr. Opper with Mr. Van Vleet opened the Kissel and Kirt agency, which it now handles by the Noyes Auto company. Mr. Opper has just left the Studebaker corporation to join forces with A. H. Jones of Hastings, Neb., in pushing the Reo. The new firm will be known as the Jones-Opper company.

Fred G. Sharr, direct supervisor of service for the Omaha branch of the Studebaker corporation, recently returned from Detroit and is very enthusiastic regarding the 1916 models. During the time Mr. Sharr was in Detroit the Hald mountain try-out was given the new cars. Bold mountain is the final try-out in Michigan. If a car can go through the deep sands there it is branded a success. Mr. Sharr claims that the new Studebaker went through without a hitch.

A. E. Sturtevant, Paige agent at Tolson, Co., drove one of the new 1916 Paige 6-36 cars through to Fremont last week. The trip was made through heavy roads. The car carried Mr. and Mrs. Gehring of Fremont, who came through with Mr. and Mrs. Sturtevant. The only repairs needed on arriving at Omaha was a new fan belt. Mr. Sturtevant is highly elated over the car's performance and anticipates an enormous business in his territory the coming year.

Fred Stubbendorf, 1230 South Tenth street, purchased a new Paige 6 from the Murphy-O'Brien Auto company last week. J. F. Porter of the Forbes Tea company is enjoying the luxury of a new Paige 6-6.

Dr. J. J. Foster of Millard purchased a new 1916 Dodge Bros. Roadster from the Murphy-O'Brien Auto company Thursday.

This overwhelming victory of the Valve-in-Head principle doesn't prove

WILL HANDLE BRISCOE CARS IN THIS TERRITORY.



F. A. Birky.

Mr. Birky accepted a position as district manager for the Briscoe Motor company of Jackson, Mich., for the territory of Iowa, Nebraska, South Dakota, Colorado and Wyoming, with headquarters at Omaha.

anything for the plain and simple reason that Valve-in-Head superiority was proven near all shadow of doubt long before the Indianapolis race was even dreamed of.

Twenty-three of the twenty-four cars entered in the Indianapolis Speedway race this year had Valve-in-Head motors—which doesn't prove a single, solitary thing.

Adding two and two gives four as a result, but it doesn't prove anything—not at this late day. All the "proof" involved in that process was established by the Arabian mathematicians centuries ago.

Little rain drops hold no terrors for R. E. Davis and "The Chandler." Mr. Davis says "for the sake of the farmers I hope for better weather, but so far as my business is concerned I have no kick."

C. H. Judd, California ranchman, drove through Omaha last Wednesday on his way from Los Angeles to New York. His car, in addition to a party of five people, pulled a trailer loaded with camping outfit, etc. The car was equipped with oversize Lee puncture-proof pneumatic tires.

M. F. McMahon of the Westinghouse Electric and Manufacturing company spent several days last week with the Powell Supply company. He instructed the local service men on the installation of the Westinghouse starting and lighting system for Ford cars.

C. E. Haney, prominent Commercial club man of Glenwood, Ia., is a strong booster for Lee puncture-proof pneumatic tires. He recently sent the Powell Supply company one of these tires which he

stated had run between 10,000 and 11,000 miles without ever being taken off the wheel.

A. K. Chambers of the Powell Supply company journeyed to Creston, Ia., last Monday and placed the agency for Lee puncture-proof pneumatic tires with Herbert L. Jones, who has just opened up a garage and supply store there.

W. S. Livingston, manager of the Master Sales company, reports a marked increase in sales last week. He said: "I guess they have given up waiting for dry weather and are coming ahead regardless of the rain."

On July 6 Mrs. J. J. Parrott of 266 Harris street drove her new Hupmobile to Lincoln, and notwithstanding that the rains of the day before made the roads between here and Ashland almost impassable, yet, without the use of chains, the trip was accomplished in a wonderfully short time, to the satisfaction of all passengers.

At 7:30 o'clock Sunday morning, July 11, V. G. Goodfellow, Hupmobile dealer at Bruce, R. D., with his customer, drove out two Hupmobiles from Omaha. The rain of two days preceding had made the roads in such shape that by actual count eleven cars were found along the route hopelessly stranded, and one of those cars had been since Saturday noon and had only gotten forty miles north of Missouri Valley. Mr. Goodfellow reports that both his cars arrived in good condition in Sioux Falls at exactly 7:30 p. m., a distance of something over 300 miles.

Relief from Acute Rheumatism. John H. Gronz, Winchester, N. H., writes: "I suffer from acute rheumatism and Sloan's Liniment always help quickly. 25c. All drugists.—Advertisement."



A Perfect Fit

There are no wrinkles in it because the cloth is shaped to fit the frames and the frames made to accommodate the cloth. There's nothing catches the automobilist's admiring eye quicker than a beautiful fitting top. We never turn out an untidy job even if we don't get high prices.

Come in and let us show you what we can do even if you don't buy just now.

Western Auto Top Co.
Phone Douglas 3558
1915-23 Harney Street.

DODGE BROTHERS MOTOR CAR

It was our expectation, from the first, that this car would play a large part in determining motor car values.

We said as much in our advertisements almost a year ago.

We expected it to set up in the public mind a model and a pattern of what a car of moderate price should be.

We expected that it would encourage buyers to judge motor cars by the standard of quality—not by price.

Surely the results have more than realized our expectations.

Surely you can see that the car is considered a criterion of what constitutes real worth.

Once a man has driven the car, even for a few miles, nothing can distract his mind from its performance and its quality.

He thinks of the price only in relation to the remarkable value it buys.

That is why the first 20,000 fell so far short of supplying the demand.

That is why the second 20,000 are being absorbed with equal eagerness.

DODGE BROTHERS, DETROIT

The price of the car complete is \$785 f.o.b. Detroit

Murphy-O'Brien Auto Co.
Farnam at Nineteenth St.
Dug. Bowie, Mgr.

10%

Reduction in Prices

OF
MICHELIN TIRES

EFFECTIVE JULY 19TH

One Quality Only---The Best

"AS USUAL"

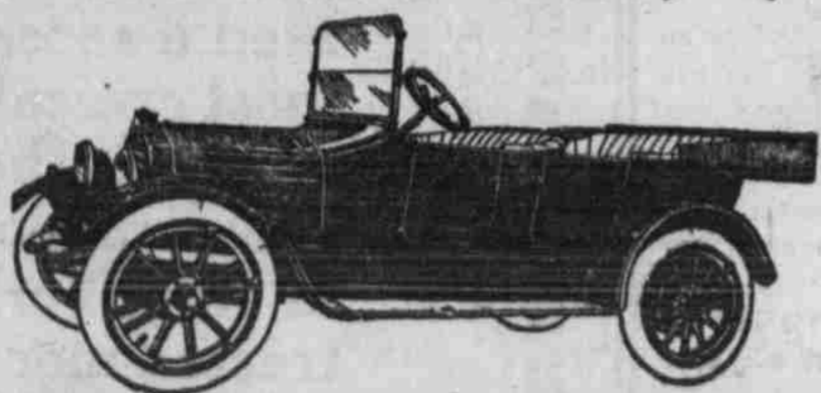
Get Reduced Prices from

Nebraska Auto Filling Company,
218-20 South 19th Street, Omaha.
Telephone Douglas 7390.



1916 MONITOR, \$750

One Strong Support on Each Side



This Gives Confidence

The Foundation Beneath THE MONITOR

- 20-horse power motor, cast in bloc.
- High-tension magneto ignition.
- Leather upholstery.
- 3-bearing crankshaft.
- Thermo-siphon cooling.
- Underlung rear springs.
- 3 1/2" tires, non-skid in rear.
- Demountable rims, with one extra.
- Multiple disc clutch.
- Electric starting and lighting system.
- Headlight and dimmers.
- Rain-vision, ventilating type, built-in windshield.
- Instrument board on cowl dash.
- Left-hand drive, center control.
- One-man top, inside curtains and top cover.
- Speedometer.
- Gas filler on instrument board.

All Parts Guaranteed for One Year.

MR. DEALER: You can't swim against the stream of popularity—and why should you try. The motoring public is demanding service, low upkeep and style at a reasonable price. Why not give it to them? \$750 is the popular price for 1916—look around and see what splendid cars are being offered at this price.

If you are in an open territory, let me outline the **MONITOR** proposition to you. *Sales are convincing facts;* and we have a number of such facts to our credit.

E. M. REYNOLDS & CO., Distributors
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