

### BUILD MOTOR CAR AT OMAHA PLANT

Drummond Motor Car Co. Announces New Car, the Drummond, Will Be Assembled Here.

WILL MAKE A FOUR AND A SIX

Arrangements have been completed for the assembling of an automobile in Omaha and Nebraskans can now enthuse about a "made in Omaha" automobile—The Drummond.

The Drummond Motor company have for some time contemplated the assembly of an automobile for western distribution and have now made all arrangements for the purchasing of chassis, motors and parts. The bodies will be built in Omaha at the Drummond factory.

The building of bodies has for a considerable length of time been one of the principal features of the Drummond business and they, long ago, installed machinery and skilled workmen for the class of work. The body building feature is a tried and proven success. Many of the cars driven in Omaha today are possessors of Drummond built bodies.

**Use High Standard Parts.**  
Only the highest standard parts and units are used in the construction of Drummond cars. Every part and unit bears the name of a maker whose reputation insures quality.

There has been no attempt of originality; no departure from those successful features which have been proven mechanically right by the best automobile manufacturers.

Both the four and six represent honest, attractive values.

In power, comfort and refinement they leave nothing to be desired by the most critical buyer.

Both the Drummond four and six will be furnished with touring and roadster bodies. Closed bodies will be offered for the winter months.

The Drummond reputation for quality has stood out prominently for more than twenty-five years.

**Nebraska Corporation.**  
The Drummond Motor company is a Nebraska corporation. The officers of the company are J. W. Griffith, president; J. W. Bacon, vice president and general manager; W. L. Griffith, secretary and treasurer; R. H. Craig, general sales manager.

The Drummond building embraces 42,000 square feet of floor space, having three floors and basement. It is one of the largest buildings in the west devoted exclusively to the automobile business.

### Oakland Factory Promises to Furnish Omaha with Cars

W. H. Head, secretary of the Linger Implement company, has just returned from the Oakland factory at Pontiac, Mich., where he has been making a very strong fight to get cars for his dealers. Although Mr. Head could not get as many cars as he needed to supply the demand, he did succeed in making arrangements for a regular delivery of cars, which will start very soon.

Owing to the lack of materials, the Oakland factory cannot work to the maximum capacity. At present they are turning out thirty or forty cars per week and the capacity of the factory is 125 cars per week.

The 125 mark will soon be reached, however, as the purchasing agent has, by paying a bonus, been able to secure materials which have been going into war munitions and shipped to Europe.

### Several Carloads of Marion Models Received in Omaha

Several more carloads of Marion Light Sixes left Jackson, Mich., last week for the Fred C. Huffman Motor Car company, distributing this line in Nebraska and western Iowa. Several sales were made this week, and on Thursday Mr. Huffman was forced to deliver his demonstrator to a waiting customer. Two carloads were unloaded Friday and ready for delivery. Mr. Huffman feels the Marion will have a big sale here, and is highly elated at the showing and satisfaction they have given in the hands of the users. Several of the light sixes went into the hands of old Marion owners, who claim the light six model is the best car the Marion factory has ever built.

### New Empire Four is Placed on Market

Power increase, car refinement and price reduction are the outstanding features of the Empire Automobile company's announcement of a new four-cylinder model, which is being placed on the market during the coming week. This new type has been designated as "Model 40." It is built in keeping with the demand for a high powered quality four at a low price. In general design it follows closely the type which it supersedes; in fact, practically the only outward changes from the previous model have been refinements at the front of the body in the lengthening of the cowl to give full streamline body merging with the hood, and a considerable increase in tire size. The car is marked by its roominess, not only in the width of seats, but in leg room in the tonneau and driving compartments, also by the finish and general attention to detail.

### KisselKar Evans Joins Local Firm

K. K. Evans, better known as KisselKar Evans, has recently accepted a position as city salesman for the Noyes-Killy Motor company. Mr. Evans has sold the Kissel for some time and is very familiar with the ability of the car. Evans says "the sales will crawl up in this territory even though the Kissel is comparatively new." "It has the stuff."

### Outlook is Bright, Says Olds Manager

E. A. Hart, district manager of the Olds Motor works, who has been spending the last week with the Oldsmobile Sales company, was particularly gratified with the record made by this new company in contracting with new dealers as well as the retail sales. Considering the activities, it is very remarkable for the short period of operation.

### Apperson Agents in Omaha Looking Over the 1916 Car



### Texas Man Makes Long Tour Through Rockies in Kissel

Thomas B. Van Auker of Beaumont, Tex., enjoys the distinction of having made a more complete trip of the Colorado mountain passes than any automobile tourist of the year, according to the official publication of the Denver Motor club.

Mr. Van Auker has returned to his home after covering 6,544 miles in his Kisselkar and has brought back an interesting narrative of adventures. He says:

"We took in Estes Park, Glenwood Springs, Canon City, Ute pass, Royal gorge, Sky Line drive, Trough road, Ten-nesse pass, Bernhard pass, Monarch pass, Battle Mountain, and, in fact, every high pass and scenic road in the Rockies of Colorado.

"From Denver we went south to Colorado Springs, staying thirty days there, and thence to Raton, N. M., Las Vegas, Santa Fe, Clovis and Santa Rosa, through to Amarillo, Tex., Dallas, Waco, Bryan, Houston and home.

"The longest day's run that we made was from Amarillo to New Mexico, when we were going out. The hardest day's run was from Eucine, N. M., to Clovis, across the Eustan valley. A car should never try to make that valley trip, but rather go back by the way of Raton. We were helped over one washout in Panky's ranch (110,000 acres). This was the only time we had outside help at any time, although we had the mild satisfaction of pulling eight cars out of bad places, one of them twice."

### Oldsmobile Eight Has New Features

Some details of the eight cylinder Oldsmobile, first deliveries of which will be made in the fall, have been given out in an unofficial way. The car has a wheel-base of 130 inches and is well under 2,000 pounds in weight. The body is not radically altered from that of the four-cylinder Oldsmobile, except for the radiator and lamps, which are of entirely new design. Features such as aluminum running boards and Circassian walnut wood-work have been retained in the eight.

It is understood that the car will abound in the qualities usually attributed to eight-cylinder cars—smoothness, rapid acceleration and flexibility on high gear, and that the motor will develop considerably more power than would seem to be required for the weight of the car, thus insuring a performance which almost borders on the spectacular. The motor is of the V-type, L-head with cylinders on bloc. The Delco system, which has been a part of the equipment of Oldsmobiles for several years, is used again in the eight cylinder car and is mounted in three units, starter, generator and distributor, each unit independent.

### FIRESTONE ADD 302,000 SQUARE FEET FLOOR SPACE

The already enormous wings of the Firestone factory are again racing southward in their efforts to catch up with public demand. Since the new Firestone factory, consisting mainly of four huge parallel wings, was built four years ago there has been a constant race between

these wings and the public call for more Firestone tires.

In alternate steps these four big extensions have been reaching out, never for a single week has the builders' hammers been silent since the original plant was built.

Last year alone Firestone output jumped 75 per cent. But during the same time Firestone added 50 per cent more dealers, so that the supply of Firestone tires never quite caught up to the orders.

### Road Conditions in Western States

During the recent trip which Lee Huff made to the Pan-American exposition, a close observation of the road conditions on the main highways was made.

He says: "The roads along the main highways over which we traveled were in very good condition throughout Colorado, Utah and Wyoming and improvements are constantly being made."

Mr. Huff attributes this largely to the fact that convict labor is utilized in these three states. In many places along the road, convict camps were seen and the members of the gangs were apparently delighted with idea of working and living out of doors.

"It seems to me," said Mr. Huff, "that some sort of an arrangement for putting the convicts to work on Nebraska roads would prove very beneficial.

"It certainly would be of greater value to the state of Nebraska to devote the energies of these men to good road work than to contract with manufacturing concerns for their services."

## They are Breaking Down the Bars

### Goodyear Tires Now on 500,000 Cars

There are now two million users of automobile tires. Figuring four tires yearly to a car, we are now supplying 500,000 cars. That means about two million tires this year. Goodyear tires are gaining new users faster than ever before in their history.

### Tires Not Alike

Goodyears are Fortified tires. They have five exclusive features, each of which combats a major trouble. These and other extras are costing us millions of dollars. They are saving our users ten times as much, perhaps.

Yet note how many users still buy tires without them. They are not opposed to Goodyears, we are sure. But they believe—most of them, probably—that standard tires will average much alike.

### Worth Will Tell

But Goodyears outsell any other tire. Every month they are winning armies of new users. And they will win you if you'll let them.

Some may meet with mishap and misuse. But a Fortified tire will, on the average, outlast a tire that isn't. A double-thick tread, like the Goodyear All-Weather, will outlast a thin anti-skid. Extras in size, strength, features and fabric are bound to mean extra service.

We urge you to try the Goodyear tire as we are building it this summer. We have added \$500,000 in new extras this year.

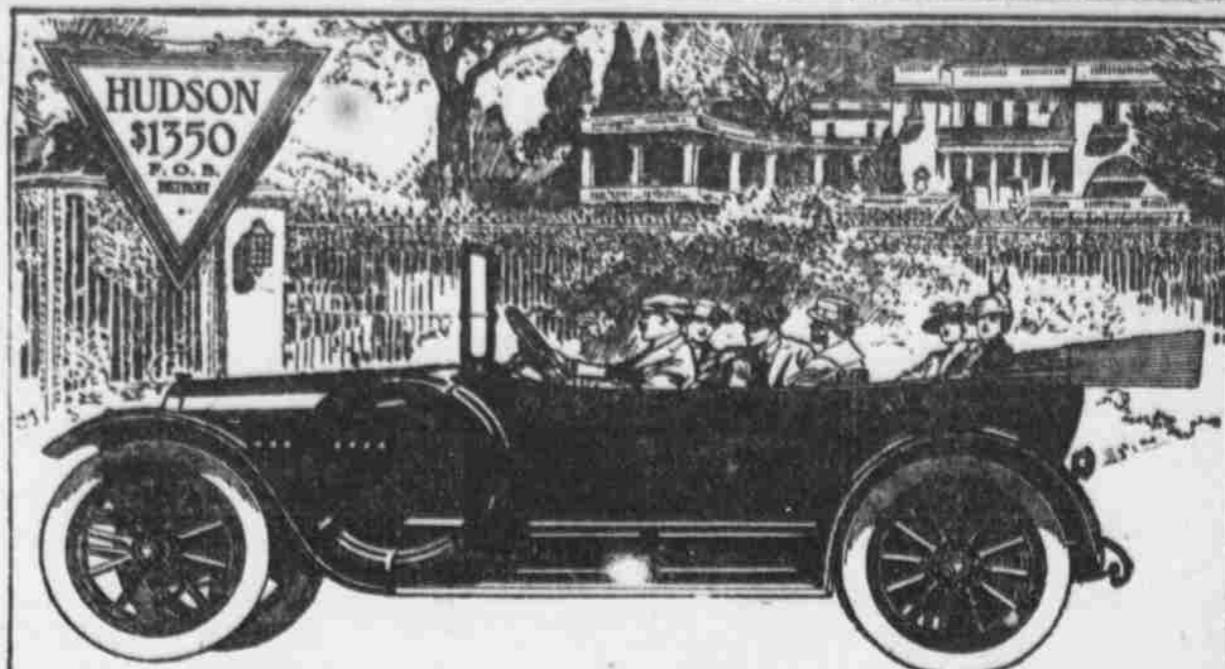
These are the best tires built with fabric. Not a single rival approaches them in some important ways. Let them prove how they save trouble, how they save money. Their super-quality has won a half-million users. Give them a chance to win you.



**GOODYEAR**  
AKRON, OHIO  
**Fortified Tires**  
FORTIFIED AGAINST  
Slic-Cuts—by our No-Rim-Cut feature.  
Blow-outs—by our "Op-Air" tube.  
Loose Treads—by many rubber rivets.  
Insecurity—by 12 braided piano wires.  
Punctures and Slidings—by our double-thick All-Weather tread.

### Goodyear Service Stations---Tires in Stock

- Barber Hardware Co., 4115 North 24th St.
  - Auto Accessory Co., 2125 Farnam St.
  - Harrington Bros. Garage, 2509 Leavenworth St.
  - King Hardware Co., 2105 Cummins St.
  - Lindberg Auto Co., 2215 Farnam St.
  - Nebraska Automobile School, 1413 Dodge St.
  - Omaha Tire Repair Co., 2201 Farnam St.
  - Parkon Garage, 2612-21 Farnam St.
  - Nebraska Auto Filling Station, 218 So. 19th St.
  - Traylor Auto Co., 2515 Farnam St.
  - American Auto College, 2125 Farnam St.
  - Melcher Mch. Works, 1212 Howard St.
  - National Auto Training Ass'n, 2214 No. 20th St.
  - Kelms-Ackins, South Omaha.
- NEARBY TOWNS:**  
Thos. Boyer & Son, Papillion, Neb.  
John Peterson, Bennet, Neb.  
Peters Bros., Millard, Neb.  
Von Dehnen Bros., Millard, Neb.



## All Men Respect The Hudson

Has that fact impressed you? There are no HUDSON critics. Many buy other cars because they are cheaper. Or because they are higher—high enough to be unique. Or because they are novel in some other respect. But all of these men respect HUDSONS. They respect the judgment of men who buy them. That's evident everywhere.

### Note Its Buyers

About 95 per cent are experienced motorists. About 28 per cent have owned higher-priced cars.

They are motor-wise and fastidious. As a class they are men accustomed to the best. They are quality buyers who demand value. They don't care to pay for mere excess or show. They want no passing fad. They are buying, in most part, for keeps.

There are multitudes of such men now. And since June 15—when this new model appeared—they have bought over 5000 HUDSONS.

### They Are Right

These men are right. The six-cylinder engine, with its con-

**GUY L. SMITH**  
"SERVICE FIRST"

2563 Farnam St.—Corner of 26th St. Omaha, Neb.

tinuous power, is the ultimate in motors. The HUDSON type—high speed, small bore, long stroke—has become the universal standard in a Six.

Excess weight is crudity. There never was a stancher car than the HUDSON, despite its lightness, which is unmatched in any 7-passenger Six.

No car carries more passengers. None has more needed room. None has more comfort, luxury, quality or class.

And none more beauty than this new model. It brings out the Yacht-Line body, the Lustrous finish, enameled leather upholstery, and many other final touches.

If you buy a car in this class this season you are bound to want the HUDSON. You will not find a rival in sight of it. But you can't get a HUDSON, in all probability, unless you order soon. The demand for this car is exceeding all expectations.

7-Passenger Phaeton or 3-Passenger Roadster, \$1350, L. O. B. Detroit. New Cabriolet, \$1650.

HUDSON MOTOR CAR COMPANY  
DETROIT, MICHIGAN

Best of all HUDSON features is the matchless HUDSON service. We'll explain it when you come.

## The convincing proof is here —see the new KisselKar Six

"A great six—nothing to compare with it for the price"—that was the verdict of motordom on the KisselKar 42-Six last season. And now comes a new series of this quality automobile with all its goodness preserved—plus. Yet the price is less.

The Kissel-built motor in this car is a revelation in its infinite smoothness of motion. And for looks—just remember the beautiful yacht-like lines of the previous models. Then try mentally to picture an even handsomer design. You will find your vision realized when you see this car.

The five-passenger four-door touring car is \$1485, the seven-passenger four-door with over-sized tires \$1585, the five-passenger two and three-door de luxe corridor cars \$1650 and \$1750.

### The ALL-YEAR Car

The big Kissel triumph of last season—the ALL-YEAR car—is of course continued—and with many added features, giving you an open car in summer and a closed coach in winter—changed from one to the other in less than half an hour.

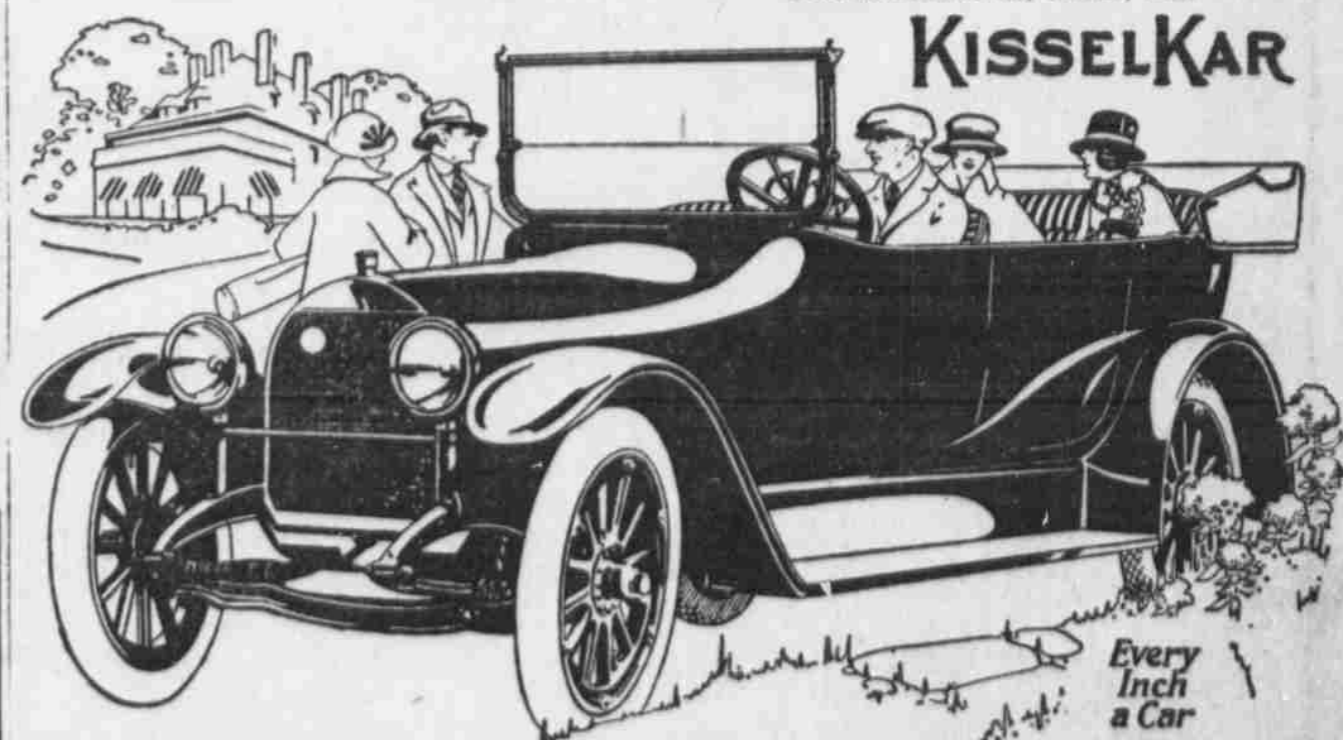
Be sure and see the ALL-YEAR five-passenger Touring Car and Sedan Top and the ALL-YEAR four-passenger Roadster and Coupe Top. Also the Cabriolet and Limousine bodies.

It's a good time to look into the 42-Six models. Will be glad to show you, whether you are ready to buy or not.

We are closing our 1916 contracts with agents NOW. This is a very desirable and attractive proposition. Write us, or come and see us at once.

**NOYES-KILLY MOTOR CO., Distributors**  
2060-68 Farnam St., Omaha, Neb.

### KISSELKAR



Every Inch a Car