

AUTOMOBILES

NO NEW REO CARS CAN BE PURCHASED

Company Completes Most Successful Year in History Without a Car Left Over.

NEW MODEL OUT SEPTEMBER 12

"We have just completed the most successful year in our history," said Richard H. Scott, vice president and general manager of the Reo Motor Car company, when on August 30 the factory superintendent informed him that the last car of the 1915 series had been shipped.

"Our volume of business for the last year has been 50 per cent more than the year previous and our growth has been steady from the day Reo was incorporated in 1905.

"We have always underestimated—or if we did not underestimate, we underproduced—the Reo demand. This year we fell short of the mark farther than ever before, and while it is a source of much gratification, it is also regrettable that for several weeks there will not be a new Reo car for sale anywhere in the world.

"Our original plans were such that the factory run on material for the 1915 models would be completed about the last of September when the new models were to be announced and ready. In our efforts to meet the insistent demands of the last few months, however, we put on an extra shift and that, of course, used up the materials more rapidly. Despite the fact that we made several thousand more Reos than we originally planned, still the material was used up before that for the new models was ready. As a result there is now a gap between production seasons when it is impossible to buy a new Reo.

"Shipments of the new models will begin September 15, and as our announcement will appear on September 12, we anticipate an avalanche of orders for them.

Demand All Season. "Perhaps the most significant as well as the most encouraging feature of the Reo business during the last year is the

indication that this industry has ceased to be one of seasons. The difference in demand for cars in September and May was not noticeable. Of course, it is difficult to gauge the demand when you have a chronic over-demand such as Reo experiences.

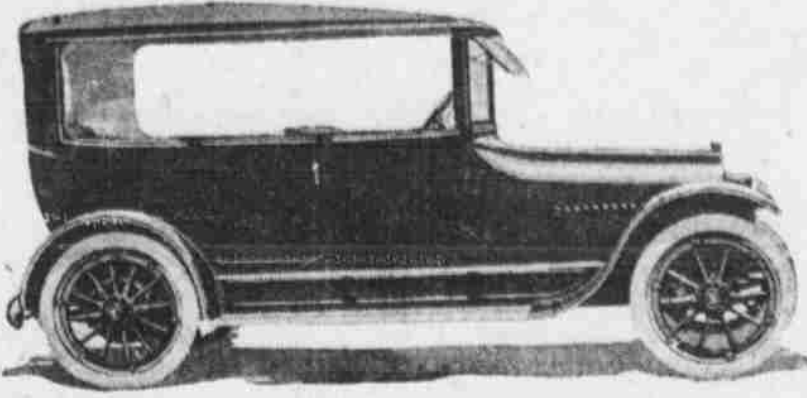
"Notwithstanding, there was a marked difference between this and former years in that the demand continued through the season, it seems just as brisk now. It is due of course to the fact that people have found the automobile indispensable in the winter as well as in the summer, and I expect to see the demand even greater than the spring demand in the future. For the reason that buyers have come to know that the actual new models are brought out in the fall season and that only by buying them can they be sure of having a car for the spring use. To wait until the spring actually opens means that it will be impossible to get any of the more popular makes of cars."

Suffs Buy Dr. Shaw New Car to Replace One Seized for Tax

When her two-passenger Saxon car was taken away from Dr. Anna Howard Shaw by the New York tax officials and the question of another to replace it came up, Dr. Shaw's suffrage friends decided that an automobile of larger carrying capacity ought to be purchased inasmuch as the car has to be used to a large extent for suffrage campaigns in New York and New Jersey. Accordingly, Dr. Shaw's friends have just presented her with a Saxon "Six" touring car, painted in yellow and black, the standard suffrage colors.

Dr. Shaw along with Miss Portia Willis and Miss Edna V. O'Brien are conducting a whirlwind campaign for the cause of equal rights in the state of New Jersey. They have decorated their Saxon "Six" touring car with banners and flags and the machine painted a brilliant yellow with a black stripe around the body is a familiar sight wherever it goes. The suffragists are confident that their present campaign will result in giving them equal rights in at least two states in the east.

New Hudson Sedan Touring Car



Every Record in Chalmers' History Broken in August

"Monday, August 23, closed the biggest sales day in the biggest sales month in the history of the Chalmers Motor company," was the announcement of C. A. Pfeffer, vice president and assistant general manager. During this week alone two train loads of Chalmers cars were shipped east to distributors and dealers in the metropolitan districts to apply on orders which have been piling up faster than night and day production could take care of them.

This record is all the more remarkable, following as it does on the heels of record breaking sales in July, during which month more Chalmers cars were sold than in any preceding July.

Mr. Pfeffer attributes the bulk of this business to the phenomenal success of the valve-in-head overhead camshaft motor, which is installed in the seven-passenger Chalmers "Six-40," and announcement of the popular Light Six, which formerly sold at \$1,500, to sell at \$1,100.

"While we are quoting Chalmers cars at prices lower than ever before placed on Chalmers quality," stated Mr. Pfeffer, "we have been enabled to make this re-

duction by building on a quantity production schedule and have not sacrificed quality in any detail. "We were satisfied that there was a high class seven-passenger model in the medium priced field, and the sales which have resulted justify this belief."

PENNSYLVANIA TIRE MAN LOOKS FOR LOWER PRICES

O. A. Olson, manager of the Pennsylvania Tire and Rubber company, has recently returned from a trip throughout the Omaha territory. Mr. Olson has closed several very desirable contracts for the exclusive handling of Pennsylvania tires next year.

"We will have some proposition for them, too," says Mr. Olson. "Our prices will soon be reduced on all sizes of tires up to and including Sixt."

Gossip Along the Automobile Row

W. E. Young, district manager for the Interstate Motor company of Muncie, Ind., is visiting the local distributors of Interstate cars, the Traynor Automobile company.

Mr. Young has just returned from a trip in the west and has found a very large demand for the open-top car. Mr. Young is a great believer in the touring sedan and the detachable top, and says that in the early days the open car was considered the thing for touring, but in these advanced times every motorist realizes that an automobile must be an all-year-around vehicle; that the permanently closed limousine is good only for town use and touring in cold weather, but the detachable top and the touring sedan seem to be found out the utility of the automobile for all purposes. Mr. Young predicts that within two years every manufacturer will include in his line one of these touring sedans or a combination car with two tops.

The Marion light six is meeting a ready sale in this territory. This latest production of the makers of the Marion stands as a real achievement at the head of a long line of well built cars that the Marion company has been producing for many years. The Fred C. Huffman Motor Car company sold several Marions last week, two of these machines going to former Marion owners.

The Fred C. Huffman Motor Car com-

pany will exhibit the Marion light six at the Nebraska state fair. The exhibit will be in charge of H. F. Jacobs, district manager for the Mutual Motors company, who will be there for the purpose of writing contracts with sub-dealers in this territory.

Carl Changstrom, manager of the Standard Motor company, is pleased with the new Allen car, and believes firmly that it compares favorably with any four or six-cylinder car in the \$1,000 class. Mr. Changstrom says the car will throttle down to a very slow speed, or high, and will make the hills as easy as a six. "I can't see the need of more than four cylinders," says Mr. Changstrom. "All I want is a chance to show the car to prospects."

Arrangements have been made for Allen demonstrations at the Nebraska State fair and Mr. Changstrom's representative will gladly demonstrate the car to any one interested.

Word was received today by F. H. Burdette, representative of the Four Wheel Drive Auto company of Cliftonville, Wis., that the final arrangements had been completed for the exhibit of the Four Wheel Drive truck at the San Francisco exposition. Mr. Burdette will leave here soon to take charge of the exhibit and will return to Omaha after having attended to the details. The efficiency of the Four Wheel Drive in all its phases will be demonstrated there, the main event being to show its wonderful performance in the sand and mud.

The Omaha Bee desires to rectify a mistake which was made in last Sunday's paper regarding the factory output of Oakland automobiles. Through a typographical error, the statement was made that the capacity soon to be

reached by the Oakland factory would be 125 cars a week. Mr. Head, secretary of the Lining Implement company, says a 125 cars per day is the correct total, and that this mark will be reached very soon.

Well Known Expert is in Business Here

Irving Betz, of Phillips & Betz, dealers in flexible riders and Ford starters, of Omaha, is well known as a designer and builder of automobiles in both Europe and America.

Mr. Betz started in the automobile business in 1905. For three years he designed automobile and stationary engines. He spent 1908 in Europe studying car designs. The four succeeding years he sold cars and equipment. During 1910 he was with the Chalmers Automobile company of Detroit; in 1911 with the Noyes Truck company of Detroit, and in 1912 he built a number of cars bearing his name.

Mr. Betz returned to Europe in 1913, where he handled cars and equipment. In 1914 he designed cars and also accumulated some experience as a race driver. In 1915 he engaged in his present business.

Rent rooms quick with a Bee Want Ad

Butler All-Steel Garage

Portable, cheapest, easiest to put up, attractive in appearance, a 6 x 8, 10 x 12, 12 x 14, 14 x 16, 16 x 18, 18 x 24, 24 x 30, 30 x 36, 36 x 42, 42 x 48, 48 x 54, 54 x 60, 60 x 66, 66 x 72, 72 x 78, 78 x 84, 84 x 90, 90 x 96, 96 x 102, 102 x 108, 108 x 114, 114 x 120, 120 x 126, 126 x 132, 132 x 138, 138 x 144, 144 x 150, 150 x 156, 156 x 162, 162 x 168, 168 x 174, 174 x 180, 180 x 186, 186 x 192, 192 x 198, 198 x 204, 204 x 210, 210 x 216, 216 x 222, 222 x 228, 228 x 234, 234 x 240, 240 x 246, 246 x 252, 252 x 258, 258 x 264, 264 x 270, 270 x 276, 276 x 282, 282 x 288, 288 x 294, 294 x 300, 300 x 306, 306 x 312, 312 x 318, 318 x 324, 324 x 330, 330 x 336, 336 x 342, 342 x 348, 348 x 354, 354 x 360, 360 x 366, 366 x 372, 372 x 378, 378 x 384, 384 x 390, 390 x 396, 396 x 402, 402 x 408, 408 x 414, 414 x 420, 420 x 426, 426 x 432, 432 x 438, 438 x 444, 444 x 450, 450 x 456, 456 x 462, 462 x 468, 468 x 474, 474 x 480, 480 x 486, 486 x 492, 492 x 498, 498 x 504, 504 x 510, 510 x 516, 516 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