

Automobiles

MEDIUM PRICE CARS MODELS

John W. Bates Says Such Cars Represent More Actual Value Than Costly One a Few Years Ago.

THEY STAND MOST ANY TEST

"As a direct result of the great advances made in automobile construction in the last decade the motorist of today can purchase for a reasonable price a car of much greater utility and all around consistency of performance than the most costly machines of a few years ago," says John W. Bates, first vice president and chief engineer of the Mitchell-Lewis Motor company, Racine, Wis.

"This point was well driven home a short time ago by the wonderful performance of the 1915 Mitchell Light four, which finished a 7,500-mile reliability and economy test in thirty days with the bonnet sealed.

"What car of any make, at any price, could successfully have essayed this tremendous task half a dozen years ago, of covering 20 miles a day for thirty consecutive days, tackling all sorts of roads and encountering every weather condition and coming through entirely free from trouble of any kind?"

"There were none. In the early days of the Golden tours and other long distance road tests it should be remembered that only the big cars, the costly ones, the product of the highest-priced manufacturers, had a chance for victory or even completing the journey.

"American engineering and manufacturing skill has had no greater demonstration than in the gradual evolution of the motor car from a machine of uncertain performance, possible only to the rich, to the present highly developed machine of mechanical perfection which can be owned and operated without hardship by the person of moderate means."

Paige Dealers Hold Big Jubilee Month

Several of the Paige dealers throughout the country are signaling the success of the new Paige six by a celebration they call "The Paige Jubilee Month." These celebrations take on the character of an "open house" reception held every day and evening, with special decorations and other fittings, special exhibitions of the Paige line and other features, and are much like an automobile show in miniature. The interest and enthusiasm aroused has been great, and the result in actual business done has been remarkable.

Chicago, for example, is now in the midst of its Paige jubilee and has stirred up considerable excitement along automobile row, where the Paige has been very much in evidence. Just what these jubilee celebrations mean is fairly well indicated by the fact that during the first week at Chicago fifty-two Paige sixes were sold at retail.

NEW HUPMOBILE SEVEN-PASSENGER ANNOUNCED

The Hupp Motor Car company announces a new seven-passenger car as an addition to their Hupmobile line. The W. L. Huffman Automobile company expect a shipment of these models during the coming week and a rush for them by dealers is anticipated.

MANAGER MAIL ORDER DEPARTMENT FIRESTONE TIRE CO.



H. W. SHUBERT.

Due to the large territory controlled by this branch, the rapid development of the auto and tire industry in this territory and in order to give their customers service of Firestone standard, the Firestone company have found it necessary to establish a mail order department at the local branch. This is another feature of Firestone co-operation with their dealers.

Consumers' inquiries will be followed up with strong personal sales letters and referred to local Firestone dealers. Dealers' inquiries, requests for information on any part of the line and all sales correspondence will be taken care of by this department.

H. W. Shubert, who has been connected with the local branch for some time as advertising representative, will have charge of this department. Additional stenographic help has been called and equipment added to the office facilities.

The new Firestone building at Twenty-sixth and Farnam streets will be ready for occupancy in a few weeks and adequate quarters are being arranged for this department.

J. S. Olcott, special representative of the factory mail order department, spent several days of the last week in Omaha installing this system. Both Mr. Olcott and Mr. Russell, local branch manager, are very optimistic over the possibilities of this department in the Omaha territory.

TWENTY-FIVE HUPPS ARE SOLD BY W. L. HUFFMAN

The W. L. Huffman Automobile company report orders placed with them during the last five days by Omaha, South Omaha and Council Bluffs buyers for twenty-five Hupmobiles. Seven of these cars were delivered Friday afternoon and the others all expected to get delivery of their cars for their first ride today.

English Careful in Choosing Their Automobile Terms

"The invention of Dr. Walter Frank Rittman for refining petroleum seems to be universally referred to as a discovery that will increase the production of 'gasoline,'" says Frank J. Edwards of the KieselKar.

"This is a careless statement. While, through the process discovered by Dr. Rittman, the volume of available fuel for internal combustion engines is doubled, perhaps tripled, it is scarcely proper to call the product 'gasoline.'"

"The English are usually more careful in their use of language than we are. They call all motor fuel petrol—a designation that covers any oil, however crude or however refined. In connection with automobiles they employ many other terms that seem strange to us, but which

are really more appropriate designations than ours.

"For instance, if you were to examine the Kiesel correspondence with English firms, you would fail to find the word 'truck' applied to commercial vehicles. They call them 'lorrys' over there, and a reference to the authorities will convince anyone that it is a fitter word.

"Speaking of trucks, or lorries, the Kiesel factory is enjoying the best business of its career in this department. Without reference to foreign orders, the output of Kieselkar trucks, or lorries, far surpasses that of past years, or of our expectations for this year."

Browns Wear Brown.
For the first time since 1910 the St. Louis Browns will be garbed in colors indicative of their name. The uniforms will be trimmed in dark brown with brown hose and white buttons.

Tries to Organize.
Narcisse J. Lavigne, Jr., a brother of Arthur Lavigne, catcher for the Buffalo Federal league club, is trying to organize a Federal alliance club in Worcester, Mass.

Local Mitchell Sales of Recent Date Are Large

Mitchell sales made recently are: John C. Peterson, Valley; Wilkie & Mitchell, Omaha; J. H. Rushton, Omaha; Dr. H. White, Alnaworth; Joseph McGuire, Benson; Dr. P. E. Kaul, Omaha; Judge G. W. Shields, Omaha; W. T. Buchanan, Omaha; Otto Weddington, Pender; Frank Jahl, Blair; Pittman & West, Avoca, Ia.; Dr. W. M. Filpington, Glenwood, Ia.

Two carload shipments are on the way to J. S. Davis Auto company, North Platte, one carload will be received in Council Bluffs Monday, one carload on the way to Chinn & Clark at St. Paul, one carload for F. H. Beebe at Beebe-town, Ia., and two carloads on the way for Schients Bros. Auto company, David City, Neb.

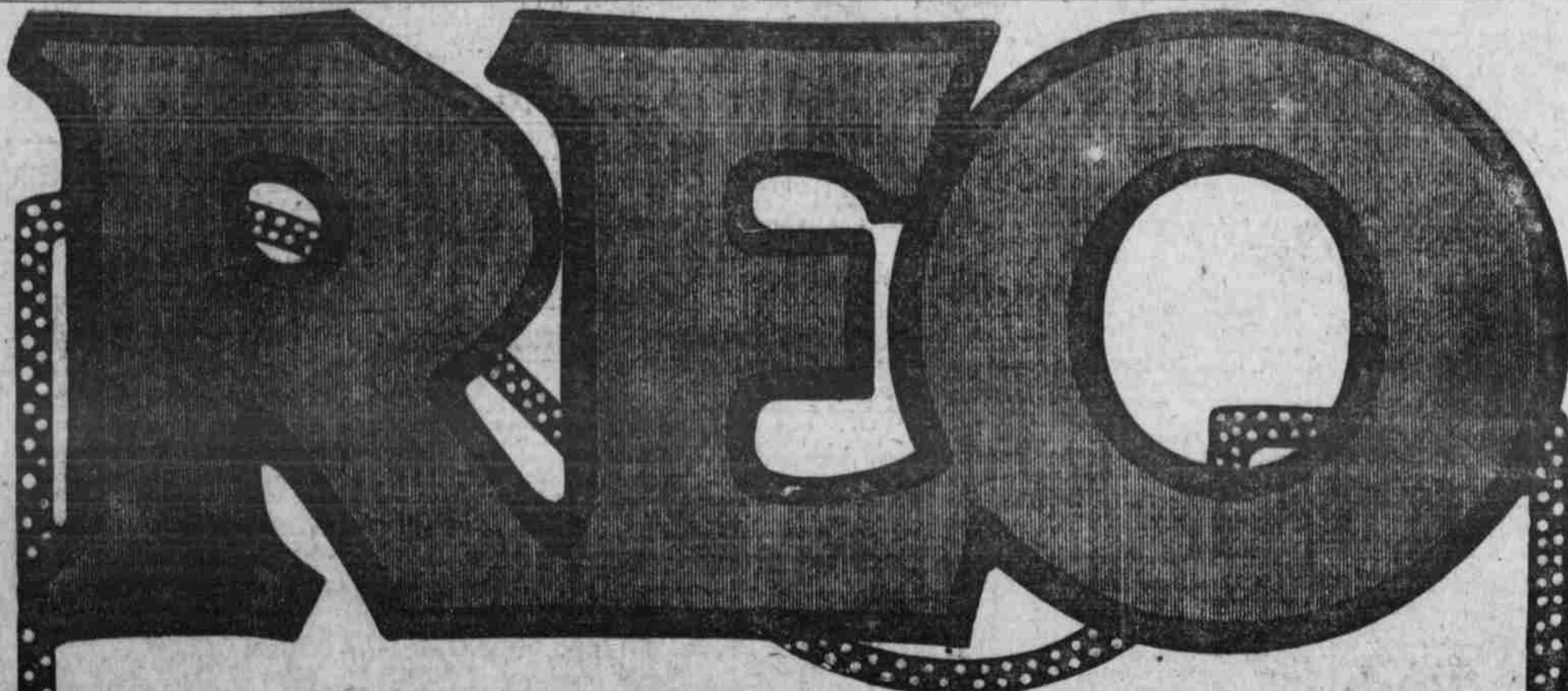
Rent room quick with a Bee Want Ad.

Auto Tops, Seat Covers, Dust Hoods, Curtain Lights and All Top Repairing

WESTERN AUTO TOP CO.

Phone Douglas 3558. 20th and Harney Sts.

Swap Anything in the "Swapper's Column"



Don't You Do It!— If You Can't Get A Reo—Wait

JUST BECAUSE THERE IS a demand for Reo automobiles, greatly in excess of the possible factory capacity—for all models including Reo Motor Trucks—we are confronted with a peculiar condition and one we feel we ought to warn prospective buyers against.

THE ONLY ARGUMENT competitors can use against the Reo product—Four, Six or Motor Trucks—is "You can't get a Reo—all sold out."

OF COURSE THAT'S THE BEST possible argument in favor of Reo cars. Must be a good reason for this tremendous demand for Reos while other makes of automobiles go begging. Must be.

MUST BE, BUYERS KNOW or feel that in a Reo, whether the famous Reo the Fifth, "the incomparable Four," at \$1050; the Splendid Reo Six, "the Six of Sixty Superiorities" at \$1385, or Reo Motor Trucks, is to be obtained the utmost value for the money. Must be.

MUST BE, REO OWNERS TELL their friends and relatives about the wonderful performance, the splendid consistency and the almost unbelievably low maintenance cost of Reos, and insist on their buying no other car than a Reo. Must be.

FOR ADVERTISING ALONE COULD NOT create such a tremendous over-demand as Reo automobiles everywhere enjoy.

WHY, JUST THINK! The Reo factories cover more than twenty-five acres. They are so superior in construction, in layout, in lighting, in ventilation, in all conditions that make for better working conditions for the men and more accurate as well as more rapid manufacturing, they have been called by experts "the Model Automobile Plants."

25 ACRES OF FACTORIES—and yet not able to supply the demand for Reo cars. Factory tells us orders come in every day for more than four times the possible output even of those great plants.

AND ALL THE WORLD KNOWS—of course. Rival dealers, rival makers know of this great demand for Reos—and since no other argument will go they very naturally use it as an argument to induce you to forego your cherished desire for a Reo and to accept some other make of car.

WE CAN'T BLAME THEM—don't. "Everything is fair in love"—and competition. But we do feel we must caution buyers against it. Must protect you as well as we may against disappointment. Must explain the condition as it actually exists—lest you believe the distorted facts.

HERE'S THE CONDITION. There is such a demand for Reos that it is certain tardy buyers will be disappointed. Will be unable to get Reos at any price. Any model Reo.

BUT, ON THE OTHER HAND, there never has been a time since the first Reo left the factory and carried with it the message of quality and sturdiness and stability and mechanical integrity—never has been a time when those great factories could make enough cars to supply all who wanted Reos. We are proud of that fact. It is the greatest of all tributes to Reo quality.

BUT NEVERTHELESS, MORE THAN 70,000 persons have gotten Reo cars. They were the alert buyers—the motor-wise. They were discriminating, foresighted men who knew value and who knew that excessive demand was a tribute paid only to the most worthy. And so they did not wait until the very day they wanted their new cars—but anticipating a condition, ordered early.

NOW IT IS TRUE that if you came in today and offered us twice the price for a Reo the Fifth or a Reo Six, for immediate delivery, we could not accept the order. We will not, for the sake of getting an order, promise that we can not perform. We will not, to get a customer, take the chance of getting an unsatisfied one. Will not.

WE HAVEN'T A REO in the place. Haven't had for some time. Every car we've had was sold before it left the factory. And we have orders booked now, for deliveries running way up to July.

BUT—AND HERE'S THE POINT—we have our orders in at Lansing, and have been allotted a definite number of cars to be shipped us on definite dates. And while we have orders for deliveries at distant future dates, we have a few cars yet free. Some coming in early shipments.

FOR THESE WE CAN ACCEPT your order provided it comes, accompanied by a deposit, within the next few days. Sooner the order is in, sooner can we promise you a delivery.

AND, THAT YOU MAY KNOW you will receive your car on or very nearly the date we promise it, we will, if you so desire, have the Reo Motor Car Company verify our statements as to our allotment and dates we may reasonably expect to deliver your car into your hands.

MEANTIME, WE'D SUGGEST that it isn't a bad plan to drive the "old car" for yet a little while—during the spring break-up. It won't be much the worse for it. A few extra squeaks won't hurt—they will harmonize with the spring-songs of the birds! And you'll have your new, spick and span Reo in time for the good-roads driving.

IT ISN'T A BAD IDEA. But, meantime, don't delay a day. You can't afford to if you want a Reo. Give us the order now. Let us put you down for a definite delivery at the nearest date we can.

BUT DON'T ACCEPT A SUBSTITUTE on the argument that you can, on no account get a Reo—don't do that until you have seen us and let us tell you exactly what the condition is and when we can deliver you the car of your choice—the car that has proven to be first choice of the motor wise—a Reo.

L. E. DOTY, Incorporated 2027-29 FARNAM ST., OMAHA Phone, Douglas 8554

The New REO the Fifth the Incomparable Four



\$1050 F. O. B. Lansing, Mich.

Moline-Knight "50"

You Will Eventually Drive a Knight Motored Car

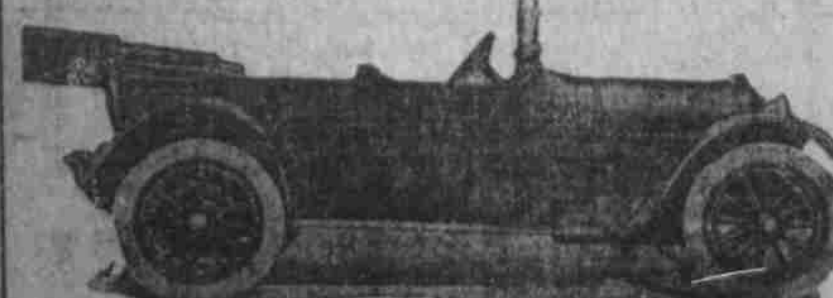
Some day you will drive a Knight motored car. You will become a sleeve-valve motor enthusiast, because it represents more value than you can get in any poppet-valve motor.

Satisfaction and Moline-Knight are synonymous. Whenever you find a Moline-Knight, there you will find a satisfied and optimistic motor car owner. Once a man has driven a sleeve-valve motor, he will never return to the old-fashioned poppet-valve motor. You cannot find one dissatisfied Moline-Knight owner.

Let us prove beyond a shadow of doubt that you get 30 per cent more power per piston displacement in a Moline-Knight than in any poppet-valve motor of similar dimensions.

In addition to 30 per cent more power, you get comfort, convenience and efficiency—128-inch wheelbase, full-floating spiral bevel gear rear axle, 36x4 1/2 inch tires, "V" shaped radiator, electrically started and lighted, left hand drive, center control, power tire pump, and other best by test details.

\$2500



Moline Automobile Co.

2421 Farnam St. Omaha, Neb.