

AUTOMOBILES

NEW STUDEBAKER FEATURES

Roadster and Smaller Six Added to Already Extensive Line.

ALL PRICES ARE LOWERED

Cars Contain All Equipment and Power Has Been Increased with Larger Valves for All that Prices Have Been Lowered.

Local Studebaker representatives have received formal notification of the details of the new Studebaker "four" and "six" cars. In addition to many improvements in design the news is of especial interest as it involves a radically lower scale of prices.

Reduced weight, greater roominess, more powerful motors, Timken bearings, full floating rear axle, crowned fenders, non-skid tires on rear, Wagner's separate unit lighting and lighting, dimming head lights, switch locking device, hot jacketed carburetor, one-man type top, oversize tires, and attractive lines are other points of the announcement.

Additional importance attaches to the announcement as it contained the first intimation that the Studebaker corporation has added to its line two new body types—a five-passenger "six" and a three-passenger "four" roadster.

The five-passenger "six" is listed at \$1,285 and the seven-passenger "six" at \$1,450, instead of \$1,375 as during the past season.

The new three-passenger roadster is the most striking departure from the conventional motor car design. The body is unusually wide, seating three persons comfortably. That part of the seat reserved for the driver projects forward about four inches. The rear deck, which is covered with aluminum, provides plenty of space for a trunk or other baggage. This new model sells at \$985, which is the same as the figure placed on the standard five-passenger "four" touring.

Without increasing the bore or stroke of either the four or six-cylinder motor Studebaker engineers have practically added about 15 per cent to the power of each. This was done by reducing the weight of the cars without sacrificing strength, and by the use of larger valves, an improved exhaust manifold, concentric piston rings and lighter pistons and connecting rods.

Timken bearings and a full floating rear axle continue as prominent factors in Studebaker construction. All models now carry crowned fenders and oversize tires, with safety treads in the rear.

The equipment on all models includes the Wagner separate unit starting and

lighting system, gasoline gauge, dimming attachment for headlights, switch locking device, anti-rumble asoline tank in dash, crowned fenders, Schebler carburetors and non-skid tires on rear wheels.

To insure prompt deliveries in greater quantities than ever before important additions have been made to the Studebaker plants in Detroit and South Bend.

The Car with the Marvelous Motor Chandler Slogan

Motor car slogans came into existence with the first automobile placed on the market and have been coined pretty frequently since. "No hill too steep; no sand too deep," "The choice of men who know," "Ask the man who owns one," "Car with a conscience," "Car of the American family," are all by-words that convey the name of some particular car to most of us.

Latest acquisition to the list of slogans is that put forth by the Chandler Motor Car company of Cleveland—"The car with the marvelous motor." During the coming year all efforts of Chandler salesmen and advertising men will be devoted to placing the new slogan in as many different quarters of the country as possible.

"Chandler owners possess the unique distinction of being responsible for the selection of the new slogan," says F. C. Chandler, president of the company manufacturing the Chandler lightweight six.

"Our sales department first called my attention to the great number of letters received from Chandler owners referring to the 'marvelous motor' in their cars. These letters came from widely separated sections of the country and to any reading over twenty or thirty of them, the recurrence of the same phrase seemed more than a coincidence. Furthermore, the fact that the Chandler six motor is of our own design and manufacture and not a stock motor manufactured outside, led us to adopt the slogan suggested by our owners."

Packard Makes New Record for 1914

During the first six months of the calendar year 1914, the Packard Motor Car company established one of the biggest sales records in the annals of that successful concern. During this period the company's net sales totaled, in round numbers, \$7,000,000, and the output of motor carriages was utterly inadequate to supply the demand.

Profit Sharing is Proving Great Big Card for the Ford

A perfect avalanche of orders has swept down upon the local branch of the Ford Motor company since the announcement of the new prices and profit-sharing plan to include purchasers of Ford cars. More retail sales were made to local buyers the first five days of the month this year than were made during the whole month of August last year.

Mr. Gould, manager of the Omaha branch, says that the profit-sharing plan has met with a corresponding response all over the country and that there is no question but that the \$20,000 car production, on which the profit-sharing plan is based, will be greatly exceeded. That the important question now is, whether the Ford factory, immense as it is, will be able to supply the demand for cars.

Among recent purchasers of Ford cars are: Fairmont Creamery company, Kimball Laundry, M. A. J. Brown company, Omaha Serum company, Prairie Brothers, R. L. Harris & Co., T. F. Naughtin & Co., Armour & Co. (2 cars), Bankers' Realty company, Western Electric company, A. B. Currie company, Standard Oil company (3 cars), Cartan & Jeffrey company, Boston Wet Wash, Arthur Storz Supply company (2 cars), Grotte Liquor company, The Pantorium, Monarch Manufacturing company, D. Tuckson, Martin Haast, George Hansen, P. W. Calkins, F. P. Smith, D. M. Hultquist, C. W. Binst, Dr. M. Hitebeck, F. J. Swoboda, H. F. Soat, W. P. Alexander, Dr. C. Armstrong, W. L. Blackett, E. L. Mendenhall, Laura Dennis, James Wright, W. H. Bombeck, S. P. Jonas, J. E. Turner, Byron Harte, J. P. Jacobsen, H. Peterson, G. B. Bondesson, S. A. Meacham, Joseph Vittek, T. G. Pettigrew, William Jensen, M. Huller, W. L. Edwards, William L. Smith, W. K. Craig, J. Christensen, J. F. Beard, Ernest E. Crane, J. H. Marnette, F. B. DeFusse, H. A. Auerback, L. B. Adams, H. B. Malkson, Barney Burns, Dr. C. W. Pollard, Ed Tyzack, Crawford & Boeh, F. Stroud, C. G. Withers, E. Johnson, S. A. Meacham, Calvin Ziegler, Rev. A. T. Lorimer, J. V. Jensen, L. F. Van Valkenburg, H. L. Heilrich, L. W. Schieble, Clarence Hughes, H. Peterson, James E. Almy, Lily E. Williams, G. C. Cook, T. E. Turner, F. E. Vogel, C. A. Mills, Dr. H. Hirschmann, A. Rasmussen, E. T. Hayden, Von Dohren Bros.

Leonard Heads Johnson. Walter Johnson and "Dutch" Leonard are having a close battle to number the most strike-out victims. The Boston tractor, with 124, leads the Washington wizard by one.

Farmer Comes Into His Own After Long Years of Waiting

"It looks to me as though the farmer is coming to his own nowadays," said Harry R. Radford, vice president and general manager of the Cartercar company this week. "I have a friend in Topeka, Kan., who wrote me a letter a few days ago that you ought to read. No wonder that farmers are buying automobiles and victrolas and electric washing machines. I was brought up on a farm myself and I know what these things mean."

Mr. Radford turned to his files and the letter he produced read as follows:

"The other day I drove out in the country and stopped at the farm of a Shawnee farmer."

"This man has a farm which is not a really large farm for Kansas. It is a half section, or a 320-acre farm. The soil is good and yet it would be considered somewhat rough by most farmers in states like Kansas."

"This farmer was busy putting up alfalfa hay. He has 140 acres in alfalfa. It is his main crop. He was just finishing the first cutting and would then proceed at once to cutting the second crop."

"He told me he could reasonably expect about 700 tons this year from four or five cuttings. Its market value would average from year to year \$3.00 to \$3.50."

"This farmer is milking twenty-eight cows. He retails the milk. He sells milk to the amount of over \$5,000 per year."

"The gross income from these two sources alone, therefore, is about \$5,000."

"Besides on this farm are 300 hogs, a small flock of sheep, an orchard, garden, poultry, an annual crop of calves, corn, oats which run about sixty bushels to the acre."

"This farmer naturally has an automobile, modern heating, lighting and water systems in his home. His children are college graduates and he himself is a college bred man."

"This farmer, and other such successful farmers is a real business man, a manufacturer and merchant rolled into one; a man with a payroll and bank account, and a diversity of interests and responsibilities greater than the average merchant in the average town."

"And as for me," said Mr. Radford, "I'm mighty glad the farmer is having his day. No people as a class have worked harder than the farmers and they should be rewarded for their labors. I do not doubt that there are many farms in the United States that are doing just as well as this one in Kansas. May their number increase."

The most desirable furnished rooms are advertised in The Bee. Get a nice cool room for the summer.

Oakland Salesmen Meet at Factory

"The new Oakland for 1915 is surely destined to be a winner," said Fred W. Warner, general sales manager of the Oakland Motor Car company, at the close of the annual convention of Oakland branch managers and branch house trav-

elers at the factory at Pontiac, Mich. "Every man who attended the meetings and examined the new models is imbued with the spirit of confidence and optimism over 1915 prospects."

Every section of the country was represented at the four days' conference, in which the "get-together" and "get-acquainted" spirit predominated, for, although this is an annual event, it is the first meeting of the new organization

which Warner has built up, and there were many new faces to be seen.

Heat Affects in St. Louis.

In St. Louis the pennant race is buzzing so strongly that every day President Britton of the Cardinals receives letters and telegrams from fans in Oklahoma, Arkansas and Texas, asking him to reserve them seats for the World's series in St. Louis this fall. More than 300 requests for reservations have already been received.



A New Regal Ride Makes a New Regal Rooter

It's the old story of "the proof of the pudding." You may have a pretty well-defined idea of what your car ought to be. You won't realize what it really can be until you've seen and ridden in the new Regal. Plenty of room for five people; plenty of power to take them anywhere with ease—and a car that will stand comparison for looks with any car at any price. The new Regal is the car you've hoped to own, at a price you can afford to pay.

What You Get—

- Direct Electric Starter
- Electric Lights, with "Dimmer"
- Electric Horn
- Simplified Electric Wiring
- Removable Motor Head
- Gasoline Saver Valves
- Rear View Mirror—12 inches
- One-Man Top
- Left Side Drive
- Center Control
- 300 to 500 lbs. Less Weight
- 115-inch Wheel Base
- Unusual Foreign Design
- 33-inch Tonnage Doors
- 48-inch Rear Seat
- Adjustable Wind Shield
- Inside Curtains

Demonstration whenever you say. Call or 'phone

T. G. Northwall Company
914 Jones Street, Omaha. Phone Douglas 1707.

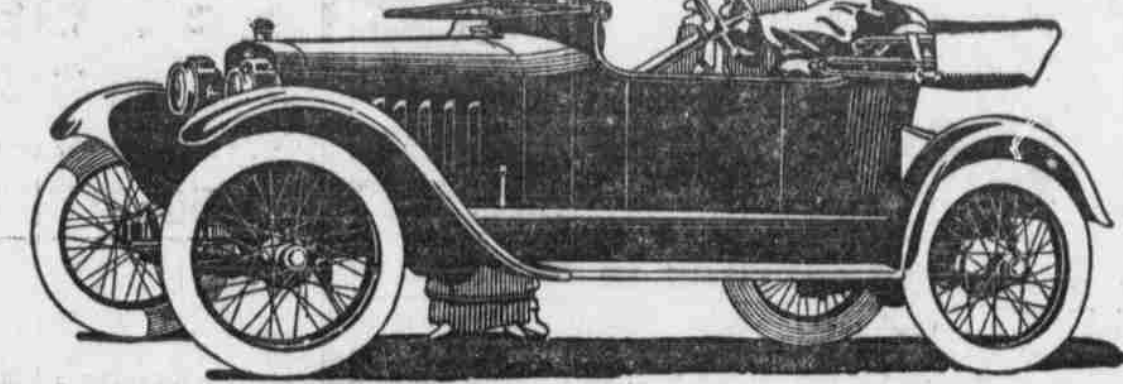
REGAL MOTOR CAR CO., Detroit, Mich.



\$1,085

The New SAXON \$395

Actually just as stylish and up-to-date as in the picture. Equipped with wind shield, top, storm curtains, lamps, to do, jack and tire repair kit. F. o. b. Detroit.



Judge the SAXON by What It Is Doing

The picture above represents the Saxon in a new dress, with a new color scheme—elegant dark blue body and black running gear, with running boards, headlights in front gasoline filler cap extending through cowl, hinged bonnet and 38 other detail refinements.

WHAT you want to know about the Saxon car is *what it will do* under the conditions in which you would use it.

The best answer is to be found in what the Saxon *is doing* under all sorts of conditions all over the country.

Over 6,000 Saxons are now in use in owners' hands. Everywhere they are making good—just as they are making good here in our own community and surrounding territory.

Makes Good in Hands of 600 Owners

The test of owners' use is the hardest test to which any car can be put. Here are some of the things that owners say: "No road too difficult for the Saxon." "Wouldn't trade my Saxon for anything on four wheels anywhere near the price." "I drive my Saxon right over places where other cars balk." "It costs me 16

cents a day to run it." "Works like a \$3,000 car." "248 miles on seven gallons of gas." "Will do anything any other car will do and a little bit more," etc., etc.

Record of 27, 30, 33 and even 35 miles to the gallon of gasoline are common. Tire cost is amazingly low; repair cost practically nothing.

Wonderful Records in Public Tests
In different public tests the Saxon has also proved its staunchness and its economy.

On July 4 the Saxon demonstrated its independence of road conditions by completing

- SOME SAXON FEATURES**
- Plenty of Room.
 - Remarkable Comfort.
 - Stylish, distinctive appearance.
 - Greatest economy.
 - 4-cylinder motor, 15 h. p.
 - Sliding gear transmission.
 - Dry plate clutch.
 - Running Boards.
 - Honeycomb radiator.
 - Wire wheels.
 - Easiest car to handle.

a 30-day transcontinental trip from New York to San Francisco—3,389 miles—averaging 30 miles to the gallon.

The same car, from April 8 to May 8, ran 135 miles a day for 30 consecutive days—4,950 miles—averaging 30 miles to the gallon and 150 miles per quart of oil, covering the entire distance on the original set of tires. In 60 days this car covered nearly 8,000 miles, as far as the average owner drives in two years.

100 Saxon cars in as many towns all over the country made non-stop runs of 200 miles each, averaging 34.53 miles per gallon—less than one-half cent per mile for fuel.

Secret of Wonderful Record

These remarkable feats are only a few of the records being made every day in all parts of the country by the thousands of Saxon cars now in use. Thus the Saxon has proved conclusively both in public tests and owners' use that it will average greater mileage daily, day in and day out, at less cost than any other car in the world.

It is easy to understand why these performances are possible, when you consider the high quality of materials used in Saxon cars, the standard features embodied, the care employed in manufacture, and thorough testing in the factory and in the road tests, the logical, scientific design, and the sturdy construction.

Order Your Saxon Now

With all this evidence before you there is no reason for hesitating to buy your Saxon. You who have been waiting to know whether the car would make good can now purchase with absolute assurance. Why not get the benefit of the motorizing season, now at its height—in a Saxon? The demand for these sturdy cars is great, so we urge you to act quickly. Come and buy now.

STEWART TOOZER MOTOR CO.
Telephone Douglas 138 2044-48 Farnam Street, Omaha, Neb.

Tire Troubles Which Goodyears Best Combat

These are the reasons—the exclusive features—which brought Goodyears to the top. These are the savings—proved by millions of tires—which have won them more users than any other tire in the world.

Rim-Cuts Our No-Rim-Cut feature makes this trouble impossible. We control it by secrecy. No other faultless way has ever been found to end this major tire trouble—a trouble which ruins one old-type tire in three.

Blow-Outs We save the countless blow-outs due to wrinkled fabric by our extra "On-Air" cure. This extra cure on airbags—under actual road conditions—costs us \$450,000 per year. No other maker employs it.

Loose Treads By a patent method we form in each tire—during vulcanization—hundreds of large rubber rivets. This method—used by us alone—reduces by 60 per cent the risk of tread separation.

Faulty Anti-Skids Our All-Weather treads are tough, double-thick and enduring. They don't center strains at small points in the fabric. Being flat and smooth, they don't cause vibration. They grasp wet roads with deep, sharp, resistless grips.

High Prices Despite these costly features, our mammoth production has reduced cost to minimum. Now 16 makes of tires—all lacking these features—sell higher than Goodyear prices. Some are one-third higher.

In No-Rim-Cut tires you get the best we know. No maker can excel them. You get four great features found in no other tire. And you get a price which is far below many other makers. Are not those things worth getting?



THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
This Company has no connection whatever with any other rubber concern which uses the Goodyear name. Any Dealer can supply you with Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.