

WEIGHT QUESTION IS OF IMPORTANCE

Tonnage of Motor Cars as Associated with Upkeep Cost a Burning Question with Buyer.

50 SAYS CHANDLER OFFICIAL

That the question of weight in a motor car as associated with the cost of upkeep, will assume increased importance during the 1915 season, is the statement of C. A. Emile, vice president and sales manager of the Chandler Motor Car company. Mr. Emile's remarks are well worth hearing, in view of the innovation established by his concern during the last year, of advertising the weight in pounds of each model manufactured.

"Our salesmen have informed us innumerable times, that the average buyer is awakening to the importance of the weight situation," says Mr. Emile. "It is only a few years since the purchaser of a motor car was perfectly happy if his car gave him little mechanical trouble. In his mind, strength was synonymous with heavy castings, huge radius rods and heavy frame work. But today, the man who has owned and paid the upkeep on two or more big cars, has come to realize the folly of carrying from 1,000 to 1,500 pounds of useless steel wherever he happens to travel.

Light Weight Important.

"When our engineers first designed the Chandler Six two years ago, they foresaw the time when weight would prove the single argument that could make or break a sale to a motor-wise purchaser. The car was therefore designed, with an eye toward eventually advertising the weight of each model, if this should prove advisable. This time arrived sooner than any of us imagined it would. In fact, we seized the opportunity to advertise the weight of our car within a year after it was brought out, and we have kept up this policy to date.

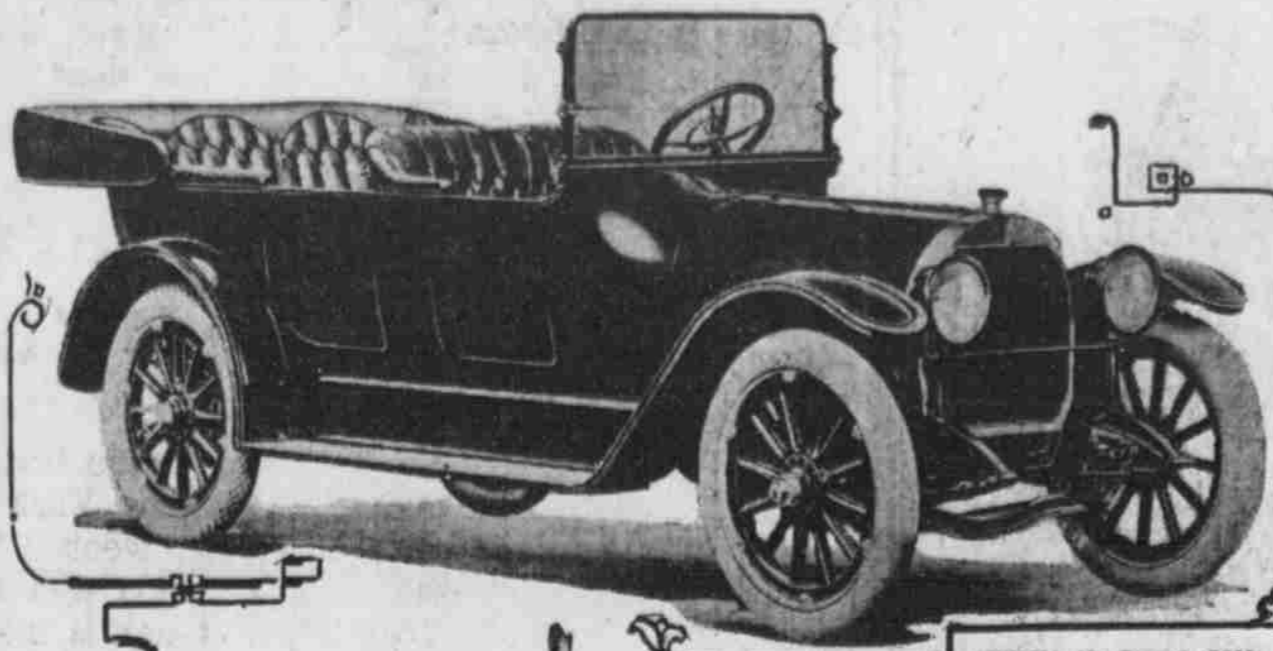
"Some talk has been heard lately from the other side of the fence, to the effect that harm would be wrought in the striving after weight reduction. This would prove true only in the case of designers absolutely ignorant of motor car construction. It has been demonstrated to our satisfaction that a happy medium exists between the extremes of "too heavy" and "too light." One of the helpful factors in our search for the elimination of unnecessary weight has been the use of aluminum where cast iron formerly served the purpose. As an illustration, it takes two men to lift a cast iron crankcase, but any man can put an aluminum crankcase under each arm and not be conscious of a heavy load. The aluminum is, of course, the more expensive metal, but it more than earns its increased cost by lowering the weight of the whole car, and through that the cost of upkeep. Another factor in reducing weight is the use of pressed steel and forgings in the place of heavy castings.

The problem has to be studied out while the car is still on paper—it is worse than foolish to try to remedy the defect of too great weight by weakening the finished car in any one spot.

Closed Cars Weigh Less.

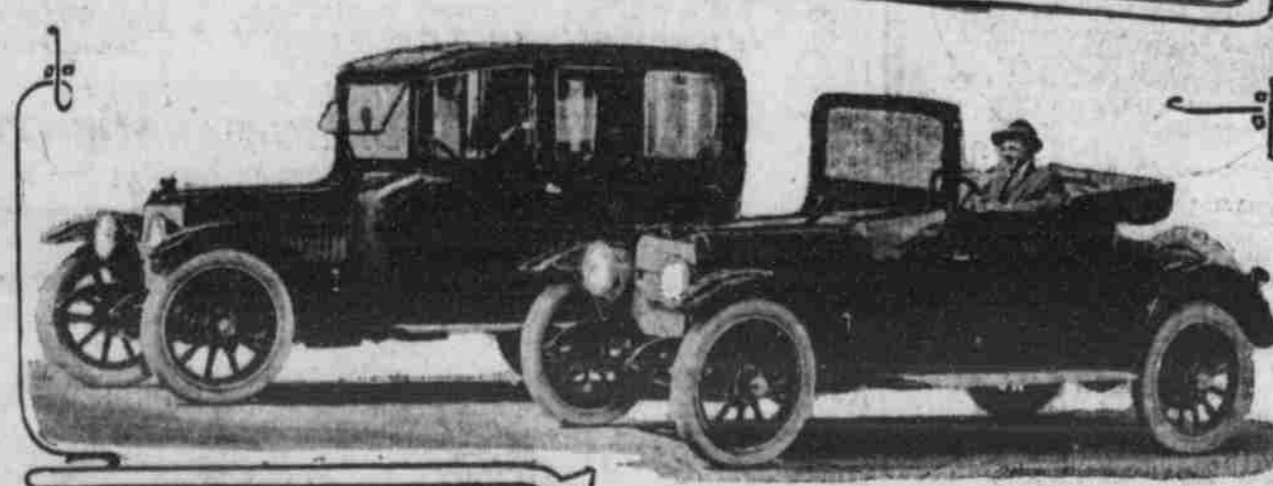
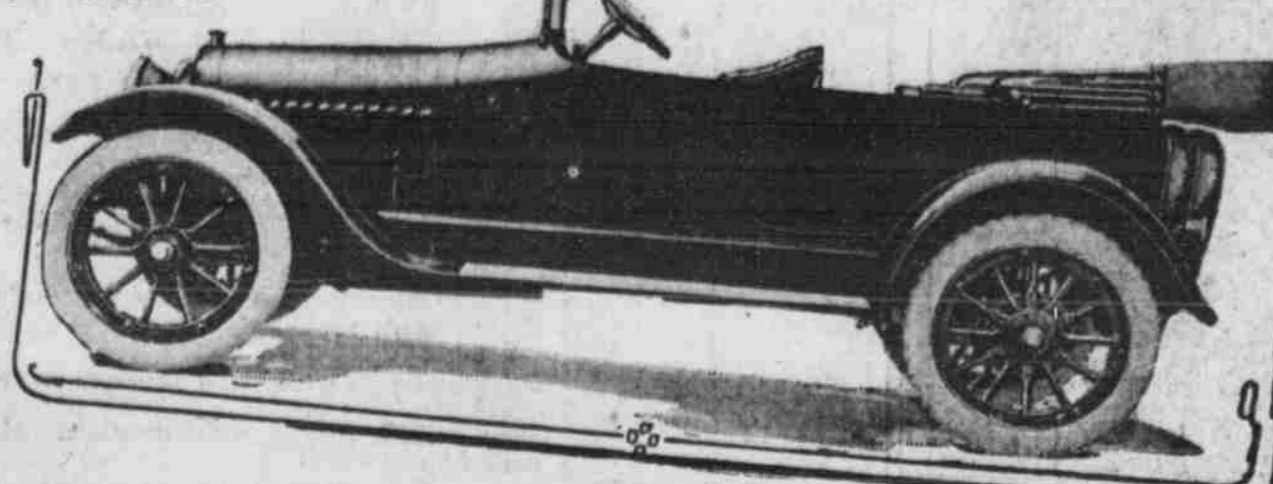
"We have achieved in the last few months a line of closed bodies that for light weight and compact construction have seldom been approached in the industry. Imagine a seven-passenger limousine of the latest design and roomy to a degree, weighing only 190 pounds more than the standard touring car. Here again aluminum and pressed steel have again wondrous in eliminating the big unwieldy combination bodies of past

New Model Cars to Be Seen at the Automobile Show



CHALMER'S NEW LIGHT SIX

KISSEL KAR 42 SIX



CHANDLER LIGHT SIX (SEDAN AND CABRIOLET MODELS)

years. Our five-passenger Sedan model, fully equipped, weighs only 3,125 pounds, and the three-passenger Cabriolet weighs seventy pounds less than the complete touring car. Heretofore closed car models have eaten up twice as many tires as the open car types, but we believe that this extra tire expense will end with the cutting down of weight."

New Smart Sweaters.

Sweaters of silk and wool in black and gold woven in geometrical patterns on the striped ground have woven meshes, finished with tassels and the stripes running up and down. They are quite new and very smart.

Benton Happy With His New Machine

Roy Benton, one of the McIntyre Auto company sales force, has had a wide experience in both the manufacture and sale of automobiles. He first started in an eastern factory, and for six years confined himself entirely to the mechanical ends and building of different cars, and obtained a thorough knowledge of metals and construction. He then went on the road, and for six years has been selling automobiles. This gives him a

wide and varied experience in the business.

Mr. Benton has always had a desire to handle good stuff, where his friends and customers receive full value for their money, and now since he is selling Stearns Knight products, he is happy, and no doubt will do a big business in that line.

A. Y. Letts of Hoboken, N. J., has made his motorcycle help him earn quite a bit of money this winter. He attached the motor to a skate sharpener, with which he has kept the skates of the community in good condition.

ELECTRIC LIGHTS ON TRUCK

Even Heaviest of Machines Now Have Electric Starter and Lights as Equipment.

IMPROVEMENTS ON PACKARD

Scientific management in the shop or factory is mainly a matter of cutting out the lost motion. In business transportation it consists of maintaining a continuous service. There should be the same effort made in modern hauling to keep the motor truck busy that is made to keep the inside machine busy. First and last, the modern motor truck is a business cog—a machine in every sense of the word.

An idle machine cannot make money nor save it.

This truth was constantly before the designers of the new Packard motor trucks. It was learned in building thousands of trucks for 185 different lines of trade.

Accordingly, there is to be found in the new models every known safeguard against the interruption of service. The unusual simplicity and accessibility are contributing qualities to this end. Among many features tending to increase the efficiency of the vehicle or to prevent loss of time in making repairs or adjustments are, left drive with left side levers, centralized control, three-point suspension of motor and transmission units, an improved carburetor (hot water jacketed), force feed lubrication, fan cooled service

brake drum, quick detachable units, worm drive and removable bushings from all wearings parts.

These new trucks are said to be the first heavy duty vehicles having provision for electrical lighting and starting as special equipment.

Long Tours Are Easy.

I would not hesitate a moment to leave Detroit, with my family and no other assistance, as early as the second week in May, driving a Standard car, with an extra jack, tire chains, shovel and provision for extra gasoline, oil and water, for a trip to the Pacific coast."

This is the statement of S. D. Waldon, vice president of the Packard Motor Car company, who knows the Lincoln Highway almost as intimately as he knows the alphabet. When motoring across the continent, this experienced driver no longer carries a heavy supply of spare parts. This will be news to the lovers of the steering wheel, who have regarded a transcontinental tour with misgivings.

Waldon does not minimize the hard work and difficulties inevitably involved on such a trip, but declares reassuringly: "The worst sand stretches on the Lincoln Highway are not over 100 yards long. There are occasional pieces of road more or less sandy, and as much as forty miles at a time, but the really bad sand that is to be dreaded on account of its loose, shifting qualities, is found only only three or four places."

"I have made the journey many times and am always fascinated by the grandeur of the desert country traversed by the Lincoln Highway. It is not as easy as a Pullman ride, but the difficulties along the way are almost directly in

proportion to the beauties you will enjoy. The only question the tourist has to decide is whether his capacity for work is equal to his capacity for enjoyment."

SOME FACTS AND FIGURES ON AUTOS

There are approximately 1,500,000 cars in use in this country.

Their cost represents \$1,500,000,000.

The average value of a new automobile is \$280.

The 1914 output of all factories represented \$425,000,000.

There are nearly 50,000 cars in New York City.

Chicago has about 27,000 cars in use.

There are in this country over 18,000 dealers.

One-half of all automobiles in this country are owned by farmers.

FATE OF THE POOR FARMER WITH WHEAT UP SO HIGH

Some one asks what has become of the farmer that used to sit around the grocery store all day growling about his taxes. Well, apparently just now he is spending most of his time trying to decide which make of automobile he should buy this spring.—Kearney Times.

Spaces 5 and 10

Studebaker

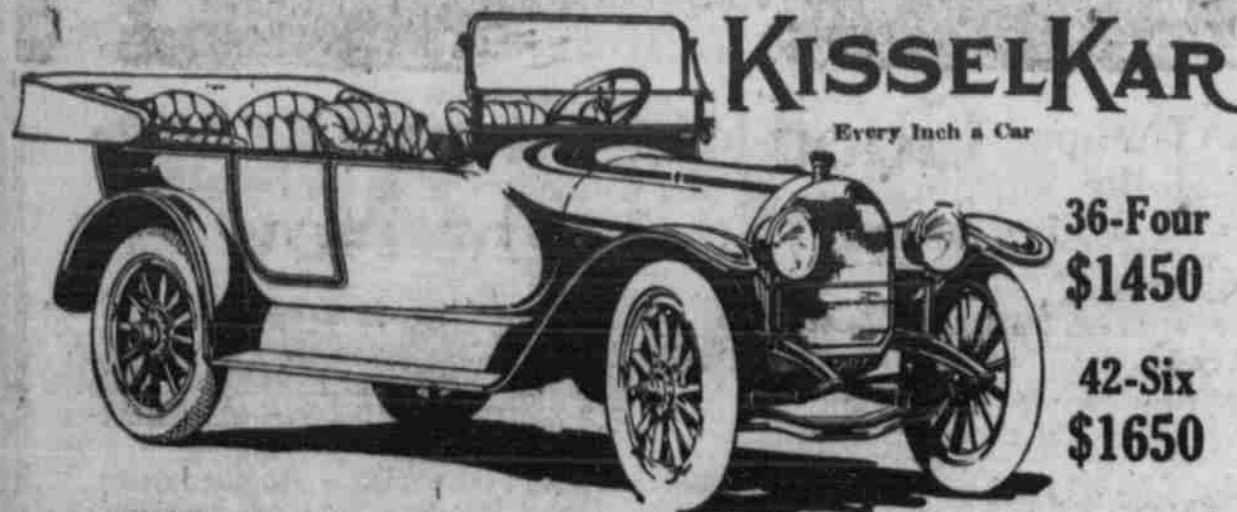
MOTOR CARS

"Follow the Lead of Your Neighbor"

"Studebaker Wilson"

2429 Farnam Street

OMAHA



KISSELKAR
Every Inch a Car

36-Four
\$1450

42-Six
\$1650

The Year's Two Big Ideas in Automobile Design

THE past year has developed two important and significant changes in automobile design—the One Compartment touring car and the Detachable Sedan Top. Both these ideas originated in the Kissel factories and were first introduced on the KisselKar. As a result of their enthusiastic reception and approval by motorists everywhere, other manufacturers are already beginning to imitate these clever and useful Kissel innovations.

One Compartment Touring Car

THE One-Compartment KisselKar has individual forward seats with an ample aisle between and is entered through two spacious doors, one at the rear on either side. This beautifies the lines of the car and promotes unity, sociability and convenience.

Two Superb Models

The KisselKar 36-Four at \$1,450 and the KisselKar 42-Six at \$1,650 are the two best values at the show. They are upper class manufactured cars of obviously superior workmanship. The 36-Four with the Detachable Sedan Top is \$1,800, and the 42-Six, likewise equipped, is \$2,000. Do not fail to see these cars.

See the New KisselKar Models

at the Show—The new Kissel touring cars and the Detachable Sedan Top are on exhibition at the Automobile Show—Space 24. You are cordially invited to call.

NOYES AUTOMOBILE CO., 2066-68 Farnam Street, Omaha, Neb.

The Detachable Sedan Top

THE Detachable Sedan Top converts the One-Compartment touring KisselKar into a smart and snappy Sedan in 30 minutes with but little labor and expense. It is not only the first, but the only removable top that affords comfortable all-year driving without a sacrificing appearance.



The Detachable Sedan Top



Hudson Light Six-40

TWO YEARS AHEAD

The Most Widely-Copied Car Ever Built

TWO YEARS ago the Hudson Motor Car Company produced its Light Six-40. The car already had been through two years of grueling test by the Hudson engineers. Every minutest part had been tried and proven by experts over tens of thousands of miles of actual road-running. Only then was it put on the market.

Ten Million Miles of Test

Today there are in the hands of private owners OVER TEN THOUSAND HUDSON Six-40s. At the low average of 1,000 miles per car this means OVER TEN MILLION MILES OF ACTUAL ROAD USE. And every car has given unequalled satisfaction.

The Hudson Six the Pattern Car

There are offered by various makers cars that are more or less copies of the Hudson Light Six. The motor of almost every "light six" on the market is closely patterned after the Hudson Six-40. The general appearance of the Hudson streamlines body has been attempted. Even the style of the name of the car is followed. But as no copy ever is as good as the genuine the Hudson Light Six still leads.

Two Years Ahead

The Hudson Light Six is TWO YEARS in advance of rival cars. The Hudson engineers think just a little faster than others. Improvements of REAL value are apt to be found first on the Hudson. More Hudson Light Sixes are now in use than all other cars of its type combined. The favored recommendation of their car by many rival salesmen is that it is: "Just like the Hudson."

See The Hudson at the Show

See the famous Hudson Light Six-40 at the Automobile Show. Inspect it carefully. Note its light weight. Its lines of beauty. Its many mechanical advantages.

See also the larger, more impressive Six-54, designed for the man who wants a big, powerful, handsome car of highest class. No other high-grade car at any price excels this magnificent model.

There still is some excellent open territory in our distribution district. We would like to meet motor-car dealers or prospective dealers who seek a highly profitable line such as the Hudson offers. Write, wire, or phone us. Or see us at the Hudson booth.

GUY L. SMITH
"SERVICE FIRST"

2563-65-67 FARNAM STREET.

OMAHA, NEBRASKA.

SEE THE HUDSON SIX—SPACE 10—AT THE AUTO SHOW.