

AUTOMOBILES

HAYNES CAR IS ON DISPLAY

Appears in Palace of Transportation at Exposition with Other Common Carriers.

SKELETON COWL ON CHASSIS

"A Haynes Light Six Model 20 chassis will be exhibited at the Panama-Pacific exposition, San Francisco, in the palace of transportation," states C. J. Corkhill of the Nebraska Haynes Auto Sales company, distributor of America's first car. "The chassis will be identical with the one exhibited at the New York and Chicago automobile shows. A skeleton cowl is fitted to the chassis to carry the control instruments in such a manner that their connections with the various units may be seen at a glance. While the chassis is complete in all details, ready for running the important features are emphasized by nickel plating, in order to give the exhibition an educational value. The latest developments of the automobile industry are embodied in the design of the Haynes Light Six chassis. Its simplicity and compactness will offer a great contrast to exhibits of former years.

"The palace of transportation contains exhibits of all means of conveyance for travel under the water, on the water, on land and in the air, but the automobile section is expected to be the most extensive division. The automobile booths, which occupy the entire eastern half of the building, will be uniform in design and there will be no railings or partitions between exhibits. The decoration of the automobile section comprises some very appropriate panoramas, that, though serving as mural decorations, are in reality topographical maps.

"The Lincoln highway is shown in this manner on a scale of about ten miles to the foot, so as to form one gigantic panorama over 250 feet in length. All colors of the various sections of the country through which the highway passes are accurately represented. Other sections of the United States are, exactly reproduced in the form of these maps that give the impression of looking over vast areas.

"Linoleum is used as floor covering throughout the automobile section. The main north and south aisle passes through Italian pergolas, and each exhibit will be indicated by large vases at the four corners. The Haynes trade name will appear on the bowl of each vase marking the Haynes exhibit."

JOINS FORCES WITH THE MURPHY-O'BRIEN CO.



W. N. HELLEN

Will N. Hellen, well known automobile salesman, has joined the sales force of the Murphy-O'Brien Automobile company, distributors for the Paige and Dodge Bros. cars.

Mr. Hellen for a number of years has been identified with the largest automobile sales propositions handled out of Omaha, and for the last year has traveled throughout the middle west and south for the Dart truck factory. Mr. Hellen's broad experience in the sale of cars, his record having reached the high point of 500 cars in a single season, is a tribute to the values offered in the Paige and Dodge Bros. lines, when it is remembered that he leaves now a high grade position on the road in order to take up the sale of these two cars.

sixty-five miles, and carries four passengers. His Model T, purchased in 1908, is still in service, with the same wheels, engine and transmission, and has a grand mileage of 100,000 miles.

In addition to this, Mr. Dunbar has repeatedly made the round trip of 130 miles, sworn to in his affidavit, on three and one-half gallons of gasoline, or a mileage of thirty-seven and one-half miles per gallon. It isn't remarkable, perhaps, that Mr. Dunbar should insist upon having these extraordinary figures preserved in affidavit form.

Auto Catalogues Are Interesting To American Boy

"Every red-blooded American youth loves motor cars and studies them," says Mr. Clark of the Noyes Auto company. "Many can give their elders valuable points on both construction and operation."

"Most of them know every car in the neighborhood, who made it and how well it runs. They read every automobile advertisement. They send for catalogues and never skip a page or specification. They are veritable mines of pertinent information that 'dad' never had the leisure or the opportunity to get. Is it any wonder they are consulted when a new car is the topic?"

"In the sale of an automobile there is, of course, no shadow of question regarding the powerful bearing exercised by the buyer's wife, sister or 'intended.' If the car does not appeal to her sense of beauty, comfort, convenience and refinement, the strong mechanical arguments that have won the 'mere male' will prove of little weight.

"And the boy is an influence which to my mind is a very close second to that of the woman. He makes or breaks thousands of sales every year.

"The automobile manufacturer fortunate enough to get the ear and the favor of a few thousand boys has acquired an auxiliary sales force that he may well cultivate to say nothing of a goodly percentage who themselves will be buyers in the future.

"So the boys can have our expensive catalogues and should have our time if there is anything they want to know about—that's what we try to impress on every Kissel-Kar dealer and salesman."

Carloads of Reos Shipped to Detroit Every Day in Year

"That old wheeze about carrying coals to Newcastle was all right in its time," says R. C. Rueschaw, "but when you ship automobiles to Detroit, I think it's going some."

"The tremendous crush of orders that began the middle of February, and had developed into a veritable tornado by March 1, is certainly most gratifying to us; but the one telegram which causes greater glee at the Reo factory than any other of the thousands with which the dealers have burned up the wires, was that one from our Detroit dealer, saying, 'Ship six carloads of Reos per day every day until otherwise instructed.'

"We have always been proud of the fact that Reo sells more cars in the state of Michigan than any other concern, with a single exception, and our big business in Detroit has always been a source of great satisfaction to us.

"To ship eighteen Reos every day from Lansing into the automobile center of the world, surely is an indication of quality in the product—for Detroiters know an automobile as Kentuckians know a horse, and they certainly make a lot of mighty fine cars there themselves."

Ford Makes Record Mileage in Texas

So determined is W. S. Dunbar of Fort Stockton, Tex., to hold the Ford mileage record, that he has sent his report to the Ford Motor company in the form of a sworn affidavit. It is certainly an astonishing record. For Mr. Dunbar makes regular trips in his Ford between Fort Stockton and Pecos City, a distance of

fense of the newer and more popular means of transportation, and today, notwithstanding the fact that the council's pet street railways are facing certain bankruptcy as a result of motor competition, the people stand by the motor buses and refuse to see them unjustly dealt with."

Electric Safety First Lighter in Detroit Cars

"While we expected that an electric cigar lighter would be appreciated by men motorists, we have been surprised to discover that this feature of Detroit equipment has actually influenced quite a number of sales in our favor," says Claude S. Briggs, president of the Briggs-Detroit company, Detroit.

"Most motorists have a wholesome respect for the explosive properties of gasoline, and often go to extremes in avoiding risks. Men who like to enjoy a cigar as they drive their cars are confronted with the difficulty of keeping a cigar lit while keeping their minds strictly on the business of controlling the car. Any one who has tried to light a match with a car traveling twenty-five miles an hour, need not be reminded of the difficulties of the undertaking.

"The first 1915 Detroiters were equipped with electric cigar lighters as an experiment, and they made a great hit. The apparatus consists of a length of flexible steel tubing enclosing the two wires that terminate in a resistance coil, which becomes red-hot when a small button in the handle of the lighter is pressed. Attached to the back of the front seat, the lighter is within convenient reach of all the occupants of the car, enabling the driver to 'light up' without resorting to the danger of lighting a match, or stopping the car entirely."

Efficient in War, Economy in Peace, is Jeffery Slogan

"Efficient in war, economical in peace" is the slogan appearing on the new illustrated story-catalogue of the Jeffery Quad, which has just been issued for circulation in England. Not all of the hundreds of Quads that are shipped to Europe are going into the war—many of them are being applied in commercial service.

The new Jeffery Quad catalogue contains a wealth of live pictures showing the four-wheel drive, brake and steering truck in mining service in Death Valley, in the sands of Texas, the mud of Illinois and in commercial service in cities and towns all over the country. A few extra copies are available for American distribution.

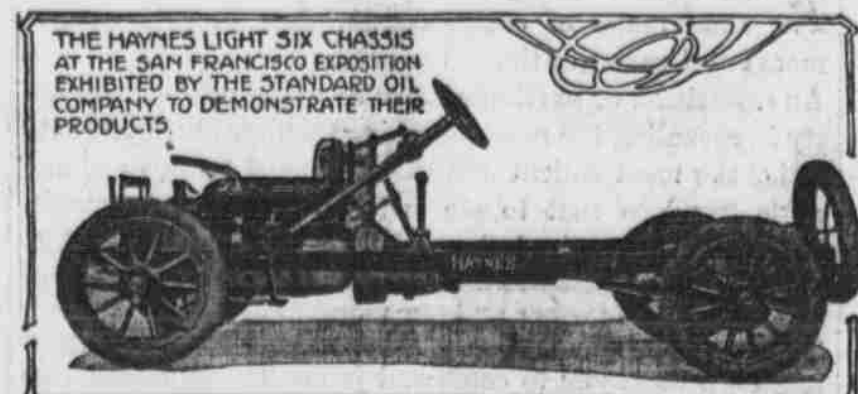
Prompt Action Will Stop Your Cough. Dr. King's New Discovery will stop your cough. The first dose helps. Good for children. All druggists. 50c.—Advertisement.

Reliability Car is Proven Stock Model

Since the conclusion of the famous 7,500-mile Sealed Bonnet tour of a Mitchell 1915 Light Four model car, there have been mutterings among the trade that the car used was not strictly a stock car. The fact of the matter is this reliability car is identically the same in every detail as the Light Four Mitchell 1915 models now being distributed all over the country.

This reliability car finished its 7,500-mile thirty-day run October 23, in Pittsburgh, and on November 4, F. E. Edwards, technical expert of the contest board of the American Automobile association, broke the seals and made his technical examination of this car. Within twenty-four hours his report was made and Chairman Kennerly of the contest board approved Mr. Edwards' report, and the reliability car was passed as a stock model.

Haynes Car at the Exposition



THE HAYNES LIGHT SIX CHASSIS AT THE SAN FRANCISCO EXPOSITION EXHIBITED BY THE STANDARD OIL COMPANY TO DEMONSTRATE THEIR PRODUCTS.

Chandler People Reduce Price After Successful Season

Announcement of one of the most sensational price reductions in the history of the automobile industry, made public today by the Chandler Motor Car company of Cleveland, has given automobile manufacturers and motorists generally, the biggest topic for discussion in some years.

Retaining the same model of the Chandler Light Weight Six which last year established a record for volume of sales at the price of \$1,685, officials of the company have placed a new price of \$1,250 on the same car in five and seven passenger bodies for the coming season. This reduction of \$435 or close to 26 per cent of the former selling price, stands without a parallel in the high grade field.

According to President F. C. Chandler the announcement of the new price on the Chandler Six follows the most successful season's business in the company's history.

Give Your Horse a Chance

A card with the following suggestions for drivers and horse owners is being widely distributed by the Society for the Prevention of Cruelty to Animals:

- "Watering horses when overheated brings on founder."
- "Avoid sore eyes in your horses by having the blinds away from the eyes."
- "Have all parts of your harness fit the horse but see that it is not too tight."
- "A hot, close and foul stable brings on thrush in the feet, coughs and inflammation of the lungs."
- "Do not try to doctor your horse yourself, as it is cheaper to pay a veterinarian's bill than to buy a new horse."
- "When a horse has fallen on slippery pavement put a sack or blanket under the feet before trying to get him up."
- "Let your horse get his head down while pulling a load, as he can pull better with his weight than with his muscles."
- "When your horse goes lame on the road examine the hoof for a nail in the hoof or a stone lodged between the shoe and the frog."
- "When your horse is sick allow him to lie quiet until the veterinarian arrives, as it will only injure him to 'keep him' on his feet and move him around."
- "When your horse is getting plenty of feed and is losing flesh examine his teeth, as he may have an ulcerated tooth or may need other attention of a veterinarian."
- "Never have the hames hang loose on the collar, as they will be sure to cause sore shoulders and necks. Leave a space of about an inch between the lower part of the collar and the throat when not pulling."
- "If you have a sick or crippled animal which you wish to have destroyed in a humane manner free of charge, call The Society for the Prevention of Cruelty to Animals."

Foes to Health



There can be no real health so long as the Stomach, Liver and Bowels are in a weakened condition and are unable to perform their daily functions.

POOR APPETITE INDIGESTION HEARTBURN BILIOUSNESS CONSTIPATION are "foes to health" that soon develop. You can help Nature conquer them by the timely aid of HOSTETTER'S STOMACH BITTERS

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

WESTERN AUTO TOP CO. Phone Douglas 1915 20th and Harney Sts.



LIGHT FOUR, \$1750. BIG SIX, \$5000.

It's great satisfaction for a **Stearns-Knight** owner who meets a difficulty in the road to know that his car will "make it."

It is the only strictly high-grade, hand-made car at the price

McIntyre Auto Company Distributors for Nebraska, Western Iowa, South Dakota 2427 Farnam St., Omaha, Neb.

There is still some first class territory open for live-wire dealers.

Never before such motor car value \$895



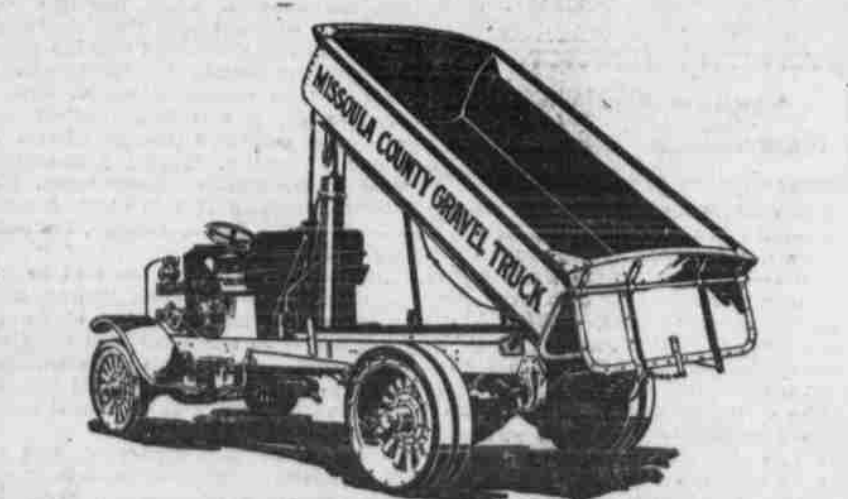
No motor car is better than its specifications In the Allen "34" you have an aristocratic 5-passenger car, 3 1/2 x 5 inch long stroke Allen motor, 110-inch wheelbase, Weston-Mott Axle, Warner Transmission and Steering Gear, Left Hand Drive, Center Control, 12-inch Brakes, Electric Lights, Starter and Horn, 32 x 3 1/2 Tires, Demountable Rims, Faultless Upholstery. Five other models, \$875 to \$1395

It's here now, ready for a demonstration—strength, speed, classy, unusual power, comfortable—a handsome car at a price that meets your approval. See the Allen "34"—call or phone today

Built by THE ALLEN MOTOR CO., Fostoria, O.

STANDARD MOTOR CAR CO., 2012 Farnam Street, Omaha, Neb.

Dealers: Write or wire for agency proposition.



KisselKar Trucks Effect Big Saving

THE County of Missoula, Montana, is saving sixty-eight cents a yard in road building since it substituted two Kissel Kar 6 ton dump trucks for horse-drawn wagons.

Municipalities, contractors, builders, brick makers, coal dealers and others throughout the country are employing KisselKar Trucks with results just as remarkable.

It should be interesting to you to know what these great trucks are doing for others in 2257 line of business. Come in and let us show you.

SIX SIZES—1500 lbs.—1, 1 1/2, 2 1/2, 3 1/2 and 6 ton capacities. KISSELKAR TRUCKS NOYES AUTO CO., 2066-68 Farnam St., Omaha, Neb.