THE OMAHA SUNDAY BEE: APRIL 25, 1915.



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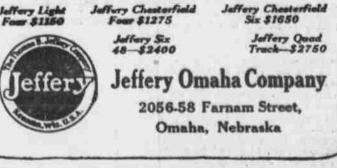
Be Proud of the Car You Buy

The Jeffery Light Four is your first oppor-tunity to buy a car for \$1150 that you will always be proud of - a car that measures up to the standards set by the highest priced cars.

Where other Light Fours leave off, Jeffery begins. Compared with any car in the same price class, using materials and equipment that are "good enough," Jeffery pays the additional cost for the best.

Motor Starter-\$90 more than on other Light Fours. Ignition-\$15 more for Bosch. Transmission-\$35 more for four speeds. Tops-\$10 more for finish and materials. Upholstery-\$25 more for quality, leather and real curled hair.

These are only a few points. They apply in equal proportion throughout Jeffery construction. In quality, beauty, workmanship, comfort and economy Jeffery leads.



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which had lately been the scene of a big battle. To make matters worse a rain had set in which made the field well

"Deep ruts had been cut in the ground by the heavy artillery, the driver following these as best he could. I thought we would never reach the end of this terrible field, but the Hupmobile plowed

Armored Motor Cars Given Rough

Usage in Reconnoitering Work

by the Warriors.

Hupmobile export manager at Paris, in

which he tells of some of the terrible con-

mobiles in use with the alled armies.

ried trip to the front and reports condi-

"Again when it is learned that the

enemy has commenced an aggressive

enemy's front and impede their advance

until the treops can be sent to the battle

lines. It is in this last phase of the work

that the stamina and speed of the Hupmobiles has proved to great advantage.

"Not long ago when at Calais inspect-

ing a squadron of Hupmobiles, the com-

mution and extra petrol and oil, enough

in action and we started out.

to last the entire journey.

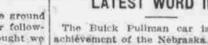
nigh impassable.

position of the enemy on their front, one is terrific.

forced to travel during war time.

through and at last reached good roads. "Earthworks were thrown up on either side of the road that made driving very difficult But the driver paid no more attention than if they were not there. We spel along at forty miles an hour it can be dropped to the level of the seat over ruts, railroad crossings, floundered and with an extra cushion he made to in mud up to the axles.

"The drive back was made at night. During the time we were in the enemy's ins. I shudder to think what would have happened had an earthwork been thrown up in front of us."



percentage runs as high as 70.5. Traverses Former Battlefleld. The male illiterates are in all districts pathia The journey to Dunkirk was unevent- few than those of the other sex. En-

highway and had to cut across a field movement. BUICK PULLMAN IS THE

The Buick Pullman car is the latest chievement of the Nebraska Buick Auto purchased a Buick six in which to make

a trip to California this summer. Mr. Barber says he would much rather sleep in the car than in some of the hotels he would encounter on the way, so by hinging the back of the front seat.

fit between the back and front seats, which rests on the two folding seats you with only the side lamps burning. It is have a bed which rivals that of the best impossible to describe the return trip, hostelry between Omaha and the coast. After investigating all makes of cars territory we had to go full speed ahead Mr. Barber found the Bulek six to be the so as not to give the enemy a chance to best suited car for this purpose. best suited car for this purpose.

Boosters.



For Pride's Sake Drive a Hudson This Year

For pride of ownership, for this is the class car in the Light Six type. For pride in your judgment, because 12,000 owners have proved this car right. And for joy in motoring-that depends on fine engineerinig on freedom from trouble, on lightness, economy and beauty.

A New High Mark

In this latest Hudson, Howard E. Coffin has set a new high mark in designing.

In this car he created the Light Six type-the dominant type of today. In this car he has brought out the final refinements, after four years of work. Here is the lightest 7-passenger Six. Here is the car that stands out among all in its class for beauty, luxury, finish and equipment.

The Years at Stake

Remember the years at stake --- the years you will drive your new car. Any extra weight means a constant tax. Any mistake in designing, any weakness or shortcoming means constant trouble and expense.

You know the Hudson is right. Any owner can tell you. And 12,000 own-ers have driven this Light Six some 30 million miles. This is the only model of this new-day type which has had time to prove itself faultless.

bring out perfection in this type. You will prefer it for a hundred reasons which you can see yourself. urge you to prove this now.

lasts.

7-Passenger Phaeton or 3-Passenger Roadster, \$1550, f. o. b. Detroit. HUDSON MOTOR CAR CO., Detroit, Mich.

Hudson service adds another joy to motoring. It means constant satisfac-tion. We'll explain it when you come.

No Shortage Now Last spring, thousands of men had to wait weeks for this Hudson. There

will be delays this spring for late com-

ers. They cannot be avoided. But our winter output and trebled

capacity enable prompt delivery now.

You can get the car you want without

waiting. Come while this condition

This year there are many Light

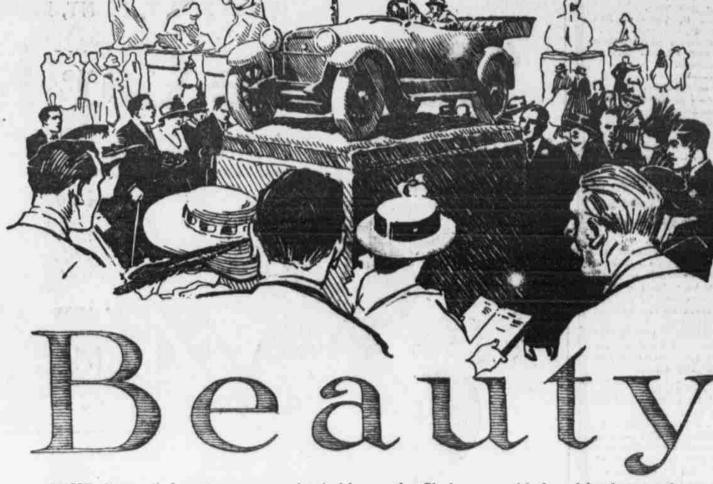
Sixes. Few are attempting to sell any-

thing else above \$1,100. But the de-

mand for the Hudson is greater than when it stood alone. For Hudson was first. It has proved itself out. It is a Howard E. Coffin model. And our

years of start have given us time to

2563-67 Farnam St., Guy L. Smith.	
HUDSON	Light Six by
IOWA Parsia John E. Peterson. Clarinda Lisle Mfg. Co. Council Bluffs William Roper. Dunlap W. A. Chauncey. Dunlap The Farragut Automobile Co. Farragut. Booth Implement Co. Magnolia Chus. F. Putnam. Malvern Salyers & Kayton. Malvern Salyers & Kayton. Bidney Foote & Sann. Mo. Petty Automobile Co. Charles Monson. Bidney. Bidney Foote & Sann. Mashek Bros. Fred Echtenkamp. Battle Creek D. L. Best. Battle Creek D. L. Best. Betliwood Peter Powers Auto Co. Berlin. O. A. Rathmann. Bratis H. Schall Bratis H. Schall Bratis H. Schall Bratis H. Schall Bratis G. A. Rathmann. Bratis H. Schall	Central Gity. P. F. Hall. Oreighton. P. C. Sandox Falls City. Kentop Bros. Genos. C. L. Harris & Son. Grand Island. Mr. E. A. Brandes. Lincola. Lord Auto Co. New Castle Curry Bros. Newman Grove. Newman Grove Auto Co. Ogallala. Jay Hollingsworth. Pawnee City. Wherry Bros. Platte Center. Platte Center Auto Co. Inc. Platte Center. Platte Center Auto Co. Inc. Platte Center. Platte Center Auto Co. Inc. Platte Center. Douglas Grotelueschen. Schuyler. Douglas Grotelueschen. Sout's Binff. A. T. Crawford. Syalding. F. J. Of Hara. Swaton. Wr. W. E. Lautenschlager. Tocumseb. The Platter Auto Co. Walton. W. F. Veach. Walton. Alex F. Francke. Callaway. Gen. Sprouse Bouth Omaha. Holmes & Adkins.



THE lines of beauty are unmistakable whether in statue, painting, typography or a motor car.

"Those things are beautiful which are completely adequate," says John Ruskin. Its the complete adequacy of the Chalmers that makes it a beauty.

The lines of the Chalmers car are such as to make them noteworthy even when contrasted with finest foreign models.

Their streamline bodies possess a distinctive grace.

There are no fenders built-whether flat or merely crown-that are as handsome as the Chalmers molded oval fenders conforming with exquisite harmony to the cleancut sweep of the body lines.

The doors are wide and flush-fitting, the running boards are clear. The tires are carried in the rear.

It is a woman's car in beauty, a man's in performance, a child's in safety.

But there is only one way to observe beauty and that is to observe it.

We invite you here to observe: The Chalmers New Six-40, \$1,400; Light Six-48, \$1,650; Master Six-54, \$2,400.



2048-52 Farnam Street, Omaha

=Let your next car be a Chalmers==