Gossip Along the Automobile Row

W. T. Wilson, the local Davis & Grant tistributor, entertains his friends with tis violin when the weather interferes with the selling of cars. The National Motor Vehicle company fundamapole has just sent out advance information covering two new models, me a six-cylinder car to sell at \$1.590, and the other a twelve-cylinder model to sell at \$1.590.

The Noyes Automobile company are tiso featuring Firestone tires. They insugurated this plan about April 1 and ficir business has been rapidly increasing. Their tire repair plant in connection is one of the best equipped in the tiste and is in charge of competent relair men.

Mr. Noyes returned chock full of en-thusiasm over this proposition and states hat additional service cars will be added ust as fast as necessary to give patrons instant service anywhere within a radius of fifteen miles of Omaha. He was ac-companied to Kansas City by F. C. Rudivall, local manager of the Firestone Tire and Rubber company.

Many of the local dealers are taking idvantage of the bad weather of the last week by attending the races at Indianapolis. The Omaha delegation includes W. L. Huffman, Fred C. Huffman, Jack Traynor, George McVicker, I. R. Jamison, and no doubt a few others who waited until the eleventh hour. The last weak has brought out several startling announcements of prominent hanufacturers regarding radical changes in their 1916 models over the 1915 product. Doubtless others of a similar nature will be announced in the near future, as a great many of the large producers of notor cars have thus far given no inkling if what they have in store for the new eason.

M what they have in store for the new cason.

Carl Changstrom of the Standard Moor Car company, local distributors for the Allen car, believes that he could get
ilong just as well without a salesroom
by using the unloading platforms of the
ocal freight depots. Last week he retelved three carloads of Allen cars,
which were driven off by dealers and
swers without even a slimpse of their
omaha headquarters.

One of the famous National racing
bars, known as No. 8 and owned by the
fraynor Bros., is now being put in conlition for the Sloux City and Omaha
race meets next month by Harry Parkey,
who will drive it. If this car and driver
tanintain their past record they will not
only bring added fame to Omaha, but
ome substantial prize money as well.

E. M. Reynolds, the local Sphinx disributer, has taken the salesroom at 216.

Farnam and is having it remodeled.
While he is not making any definite anasouncement as yet, he has gone so far
as to say that for the 1916 season he will
handle a six as well as an eight-cylinder
par, and that the prices on both will be
nder the \$1,000 mark.

The bad weather of the last week has
t least been very helpful to the tire.

par, and that the prices on both will be nder the \$1,000 mark.

The bad weather of the last week has it least been very helpful to the tire repair business, according to Mr. Nywaard of the Omaha Tire Repair combany Since car owners cannot use their cars for pleasure during the rainy reather, they devote more time to puting their tires in condition for the good lays that are coming and the result is hat all of the tire repair men are yorking full capacity.

Guy Smith was probably the happiest men along automobile row last Thurslay while he was busy unloading sevenmen carloads of Hudson cars. There were exactly thirty-four cars in this one without and Mr. Smith considers himself very fortunate in being able to seven this number of cars at a time when the big distributors all over the country are clamoring for cars. It only emphalizes the importance of Omaha as a distributing center.

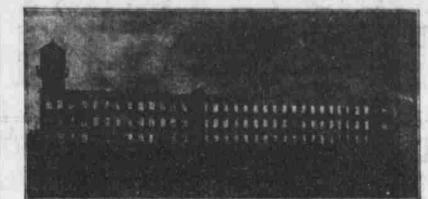
Manaser Bowle of the Murphy-O'Brien

Manager Bowie of the Murphy-O'Brien Auto company is anxiously awaiting avorable news from T. J. O'Brien and Bert Murphy, who have gone to the raise and Dodge factories at Detroit in thest of more cars. The local salesroom has continued to look vacant for the set month, in spite of the fact that sales together with the dealer's depends have been more than Mr. Bowie has been able to meet.

H. B. Noves of the Noves Automobile

H. B. Noyes of the Noyes

Stearns-Knight Factory Working Overtime



factory was taken as the night force four hours a day for some time and the took charge of the plant without any prospects are that this condition will interruption to the day's work. Mr. Me- continue indefinitely. Intyre, the local distributer, states that

The above picture of the Sterns Knight his factory has been working twenty

company, who have recently inaugurated a free tire service in Omaha, has just returned from a trip to Kansas City. While there he visited the Gustin-Bacon Menufacturing company, who are conducting a tire service of this kind. They are how operating eight service cars and a fleet of motorcycles and are averaging nearly 100 calls per day. The Gustin-Bacon company attribute their success largely to the service of Firestone tires which they are featuring. While there he visited the Gumin-Jacon Menufacturing company, who are conducting a tire service of this kind. They are how operating eight service cars and at fleet of motorcycles and are averaging nearly 100 calls per day. The Gustin-Bacon company attribute their success larkely to the service of Firestone tires which they are featuring.

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The Master Bales company has opened a new salesroom and laboratory at 2418-20 Parman street and in-tailed the most modern machinery used in winding colls and armatures, as well as instruments for recalibrating ammeters and voltmeters. While this company is engaged in jobbing all kinds of electrical supplies for motor cars their laboratory is especially equipped for repairing and rebuilding electric starting, lighting and ignition systems of all kinds. The work is in charge of John Parkhurst, who is a past master at things electrical, and motorists who inspect this new plant will find it very interesting as it is the first of its kind here. The Master carburetor is also handled on a very large scale.

Dick Stewart of the Mitchell Motor company is very optimistic over the outlook for business as quickly as the rain lets up for a few days. In talking of the comparative value of automobiles during the last two years, Mr. Stewart said: "It is strange, but nevertheless a fact, that our Mitchell line today at several hundred dollars less price than several years ago, is a much better built car. This is due to the fact that better steels are available today at much lower cost to the

Ream

experimental work has been going on for the last two years, it was not adopted by the Briggs-Detroiter company until last January and was announced simultaneously with several other of the new type motors.

will be served Monday at the Commercial club. This being Memorial day and a legal holiday, the club will give this rec-

Buy Your Tickets Now

Douglas 4401

First Class Auto Repairing and Machine Work 209-11 North 15th St.

Big \$15,000 Auto Race

MONDAY, JULY 5 Auto Row Ticket Office 1811 FARNAM STREET

New Era of Motor Design is Here

less necessary each succeeding year to at higher speeds. The circulation of former speed.

This accounts for the possibility of consume an explosive mixture composed of gasoline vapor and air is the best indication of the horse power of such a higher speeds with a given motor camotor. It is the explosive mixture that generates the power, matters of engineer-

iffe of all motor cars."

The Fred C. Huffman Automobile company has just received an eight-cylinder Detrolter unit power plant which they are exhibiting in their salesroom. This meter is not specially built for exhibition purposes, but is a standard stock notor or not its object is to give those who are interested in eight-cylinder cars an opportunity to pass judgment on it where all parts are accessible. While the motor only arrived Friday afternoon, it has altered at takes over ninety horse power to over is no part that cannot be subjected to the closest examination, and in this fact it is evident that the manufacturer has thoroughly perfected every detail before adopting this type of motor. While the experimental work has been going on for ourse, being prime considerations.

Body design has been a factor in bring-line rope has had its races of small motors for several seasons, its ISI-inch race two years ago being the real high-water mark in racing with small motors and highly developed chassis and bodies. Several probably be necessary to continue the exhibition for the next ten days. There is no part that cannot be subjected to the closest examination, and in this fact it is evident that the manufacturer has the car. The fronts of the cars now are so designed as to cut down the front thoroughly perfected every detail before adopting this type of motor. While the experimental work has been going on for the last two years, it was not adopted to the prime constitution of the side and the second that the will be added to the prime considerations.

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Body desi

than the head, yet without doubt the body of the fish is fashioned to give the maximum aseed

Higher crankshaft speeds are being obtained in the motors today in various ways. To begin with, the pistons are s possible to run them at higher speeds. Bearings have been improved so that higher speeds are possible. Lubrication has been improved and these improve-Cubic space within the cylinders cooling water has been bettered, so that in short, the 500 cubic inch motor of toor five years ago. Thus, continued high

motors today are not all due directly to the mater the improvements have been less than 1,000 pounds, whereas four or getting greater speed out of a motor of five years ago we had 450-inch motors in cubic tach displacement than was cars weighing 2800 pounds or more. The once possible to obtain from one twice reduction in weight has been accomthat size. The ability of a motor to plished by better materials, and better design of the many parts entering into the car. The reduction in weight has meant

The Indianapolis race will be more or less epoch-making in that it will be

OAKLANI

1916 Model 38 \$1050.00

The first large, light, roomy, high grade Four at anything like the price

THE QUEEN OF THE FOURS

No more dependable Four at any price. Look it over, ride in it, compare it in detail with any four at any price.

We Have Them in Stock.

Lininger Implement Co.

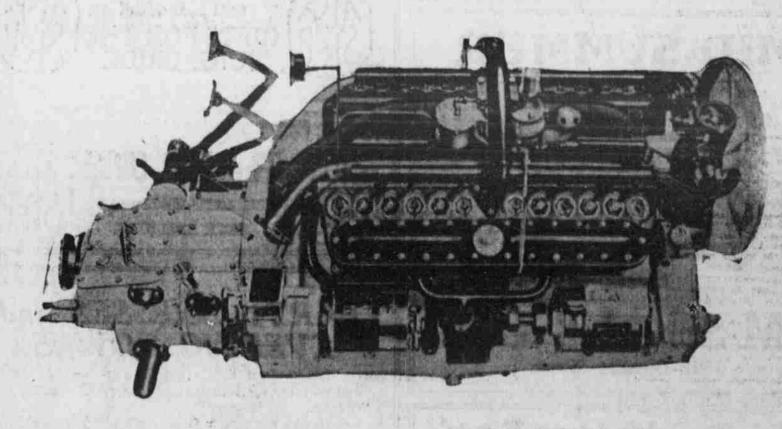
Distributors. 6th and Pacific Sts.

MOTOR AGE

May 27; 1915.

Packard Is World Innovation in Touring Car Production

Twin Six Has a 3 by 5 Motor-Rear Axle Gearset Discontinued.



PACKARD TWIN SIX UNIT POWER PLANT WHICH HAS A 2 BY 5 MOTOR, DISC CLUTCH AND THREE-SPEED GEARSET. THIS MARKS THE DEPARTURE OF THIS CONCERN FROM THE REAR AXLE GEARSET CONSTRUCTION WHICH IT HAS ADHERED TO FOR MANY YEARS. THE TWELVE CYLINDERS ARE IN BLOCKS OF SIX SET AT 60 DEGREES.

PACKARD TWELVE

ATTRACTIONS

Oylinders set at 60 degrees.

One camshaft with twenty-

Thermostatic water control.

Two wheelbase lengths, 125

Side-by-side connecting rods.

Deloo ignition, Bijur starter

Unit power plant displaces

former construction.

One carburetor in the V.

four cams.

and 135 inches.

PARALLELING in importance the 500nouncement just made by the Packard Motor Car Co. that it will market a twelvecylinder model for 1916, leaving the former sixes to rest peacefully in the discard. Packard's bold announcement is the first of its kind ever made in the world and it marks a decided step toward America's supremacy in the field of motor car engineering. Twelves have been constructed before this, but never has a concern perfected such a motor so as to make it practical for use in regular stock

There have been many rumors concerning the Packard intentions for the coming year and a car with twelve cylinders has been anticipated in many quarters. But the Packard Twin Six, as it will be called, is something more than a doubling up of the design used in 1915, for the motor is a completely new job, of high-speed capability and with the most recent practice as to lightness of recipro-

cating parts, large valve openings and so on. It is an extremely neat chassis in appearance, has good accessibility and is a noteworthy combination of racing motor power with quietness. Never before have the principles of high-speed motor design been applied to a touring car engine of so large a size as this new Packard and it needs but a little handling of the car to realize that the result is not merely encouraging, but in excess of all possible expectation.

The Packard company has done more than announce a twelve-It has announced a model without a rear axle gearset. Ever since the concern announced a four-cylinder model the rear axle type of gearset has been adhered to. Another decided change is that from a progressive type to a selective, the former having been used by Packard for about nine years.

Motor Turns Over at 3,000 r. p. m.

The dimensions of the new Packard are 3 by 5, giving a piston displacement of 424 cubic inches and it will turn at 3,000 r. p . m. or even more, though the power at low speed is such that the high end of the range seldom is needed. For the pistons an alloy of aluminum is employed, and the connecting rods are machined all over so that the reciprocating weight is very small. Actually the pistons weigh 17 ounces complete with ripgs; and the upper half of the connecting rod, which is reckoned as a reciprocating mass, weighs 8.5 ounces only; this making the very small total mass of 1 pound 91/2 ounces. We know that the vibration which may be present in a six-cylinder is due to the weight of the pistons, etc., causing deflections in the crankshaft.

Compare this little piston weight with that in the Packard six-38. This car has a motor displacement of 414 cubic inches or only 10 less than the present model, but each piston weighs 4 pounds 2 ounces and the total reciprocating mass 5 pounds 8 ounces. Thus it is easy to see wherein lies the extraordinary smoothness of the twin six.

To appreciate this amouthness in combination with high power it is essential to ride in the car. All that one can say is that the twelve is an attempt to combine the advantages of six and eight and to simultaneously eliminate many of the disadvantages of both. To what extent the attempt has succeeded is a matter for each man to decide for himself, but for large engines, a very short experience with the twelve on the road is sufficient to prove to the average motorist that there is much more in the system than anyone would have imagined.

The Packard motor has two block castings of six cylinders, each set on an aluminum

crank-case at 60 degrees, so as to give the best torque which is obtained with even intervals between the explosions. The valves, operated by a single camehaft, are located between the cylinders in ordinary L-head fashion, but they are remarkably accessible, because the narrowness of the 60 degrees V motor allows the generator and starting motor and the other attachments to be mounted alongside the engine just as in an ordinary four. This clears the valves of all obstruction and the carbureter is placed high enough to be ideal for accessibility in itself and quite out of the way of the

An advantage of small cylinders is that a high compression can be used and a good fuel efficiently obtained thereby. On a recent run in this car the average for nearly 200 miles was 11 miles per gallon. To get this small cylinder with high enough compression calls for a small combustion space, while the need for large valves demands the opposite. In order to conciliate these two warring conditions the valves are inclined as regards the cylinder bore which gives room for big valves and yet calls for only a small area of pocket.

It hardly is necessary to give a detailed list of the numerous fittings, the tonneau lights, ventilators, upholstery, etc. Suffice it to say that it is a little better in completeness than the 1915 Packard equipment. Only this one type of chassis will be made, all other models being discontinued, but there will be a choice of a long or short wheel base and twenty-two different body styles. Up to the present the price has not been fixed. The demonstrating cars are just coming out and the manufacturing experience gained in their making has to be checked up to see how it compares with previous years, but it is certain that the price will not be as much as might

ORR MOTOR SALES COMPANY

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How Far Will You Risk Your Money?

Now Open

Will You Pay for the Manufacturer's Experiment of a New Motor Car?

That question confronts you today. The penalty of success is imitation. One year ago there was but one Light Weight Six-the Hudson-and makers of four cylinder cars and heavy sixes said, "Shun the Light Six.
It is not safe." They said it would not stand up and that it was impractical.

and that it was impractical.

Yet some of those who were most critical are today invading the Light Six cylinder field. There are now 31 makers in this class with cars listing at \$1500 and under.

Practically every maker of a Six bought a sample Hudson, Now you are told: "This car is similar to the Hudson." We use motors like the Hudson." Our car is as good as the Hudson."

Isn't it safer to take the car that 12,000 cars prove is a nuccess. You get that only when you get a Hudson.

Even if the other car may cost a hundred or
two less than the Hudson—think what it means
if the car is not as good!

The fusurance feature should be considered.

And What About Service? Hudson being the first, and 12,000 cars having been sold. Hudson got the best dealers. There are 900 dealers who know what the Hudson will do. They have prospered with the Hudson. That organization—vast and strong—

There are only three Hudsons, on the average, left for each Hudson dealer.

That completes production of this model, Last year thousands waited from April till August for Hudsons. And on August first there were still 400d unfilled orders.

If you delay you cannot buy a Hudson. The supply won't last.

These bright, happy spring days are making a brisk demand for liudsons.

assures Hudson service in every locality.

assures Hudson service in every locality.

These dealers are not the second and third raters. They are in first place. They give an added value to Hudson.

A rival dealer in a big Hudson city tells his prospects Hudson is strong in that town only because it is sold by the leading dealer, who could sell any car.

Well, that is no doubt true, for Hudson dealers have done so well they can have their pick of any car made. Hudson dealers are successful because they know motor-car values.

They know the chances of disappointment—of failure—that confront every untried new car, such dealers don't experiment.

So, with all these inducements and needing only to say the word to get the agency of such cars as you may have been considering—they say, "No." They say: "We know what the Hudson is "We know how little service attention it requires." "We know that 6,000, even 7,000 and 8,000 miles on a set of tires is not unusual for a Hudson." "We know positively what the Hudson will do; we are not sure of cars that have yet to prove that they are properly designed and properly built."

"There are more than \$28,000,000 worth of Hudson Six-40s in use; we know the Company is financially strong and permanent.

"About others we do not know."

"We won't risk our money on a uncertainty." Can you, then be so sure of any other car—its correctness of design—its construction—its insurance?"

Now Just One Word About Prompt Action

Think of 1526 sold in March. 7-Passenger Phaeton or 8-Passenger

Roadster, \$1550, f. o. b. Detroit. HUDSON MOTOR CAR CO., Detroit, Mich. Hudson service adds another joy to motoring. It means constant satisfaction. We'll explain it when you come in,

2563-67 Farnam St., Guy L. Smith.

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	Parragut The Farragut Automobile Co.
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	Malvern Salyers & Kayton.
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