

AUTOMOBILES

CHEVROLET LOWERS PRICES FOR 1916

L. E. Doty Closes Large Contract for Popular Car for Sale in This Territory.

NEW CARS ARE NOW IN OMAHA

L. E. Doty, the local Chevrolet distributor, has just returned from the factory at Flint, Mich., where he spent last week attending a convention of the larger Chevrolet dealers.

In referring to the announcement of a lower price for the coming season, Mr. Doty said: "Up until the time of the announcement it was the consensus of opinion among the big dealers that there could be no change in prices for the new season. We had all practically received double our allotment during the last six months and the comparative value we have been able to give the public in a motor car, together with the accepted demand, led us all to believe that the limit in price had been reached. The new price almost stamped the convention. Every dealer there was anxious to again double his contract, but this, of course, was not possible, even though the factory facilities have been recently increased with a view to doubling the production, for there are a large number of new dealers to be taken care of."

Plans Better Car.

"This reduction in price is absolutely bona fide. Instead of offering a smaller car and cheapening the quality, we are actually able to give a better car than the Chevrolet factory ever turned out before. The best evidence of the genuineness of the reduction in price is in the fact that the car remains unchanged."

"This means that we are able to offer for \$750 a car that during the last season

outsold the factory production at the old price of \$850. I consider myself very fortunate, but rather attribute it to the importance of Omaha as a distributing center, that the factory accepted my contract for exactly double the number of cars they shipped me last season. The new cars are now on my floor and have been attracting a great deal of attention."

More Young Partners for Goodyear Company

Stockholders of the Goodyear Tire and Rubber company voted unanimously Tuesday to increase the common capital stock of the company and immediately thereafter passed a resolution enabling the management to extend its plan of making "young partners" and stockholders of members of the organization, at home and throughout the country.

The resolution provided for setting aside \$1,200,000 of the new issue, to be sold to employees, other than officers and directors, at par. A quarter million dollars of the stock will be distributed at once to a list of men in the organization, and the rest of the distribution will cover a period of years.

Branch and district managers, department managers and other employees who are stockholders have a different feeling toward the company, knowing they are part of it and more than merely employees. Much of Goodyear's success and initiative at home and abroad are attributed to the fact that Goodyear men of conspicuous ability and loyalty are stockholders and feel that they are working for themselves as well as for their employers. Mutual interests and responsibilities are thus safeguarded.

Justification for what has already been accomplished and what is planned is found in the fact that the Goodyear company, which did a few hundred thousands of dollars of business its first year, did a gross business of nearly \$32,000,000 in 1914, and is now busier than at any other stage of its existence.

Many Tourists Stop in Omaha in Crossing Country

Clark Patten of Grand Rapids, O., stopped off at Omaha Wednesday on his way through to Spencer, Neb., and other western points. Mr. Patten reports the roads through Iowa in good shape considering the bad weather we have been through.

James W. Dreyfus of Des Moines stopped off at Omaha for a few days, to rest up before going on through.

J. W. Carter of Pontiac, Ill., is due to stop off at Omaha sometime the coming week.

W. H. Kellogg, Battle Creek, Mich., laid off in Omaha Thursday on his tour to San Francisco. Mr. Kellogg reports roads met so far in good condition and anticipates a good journey through our state. He says he met over twenty-five tourists from eastern points, who are due in Omaha in a few days.

C. H. Long of Twin Falls, Ida., on

his way to New York, dropped into the club room looking like Ralph De Palma after winning the Indianapolis race. Mr. Long says he is "busting" a few records along the way. His wife is enjoying the outing as much as C. H. The two stopped off in Omaha just long enough to say hello, get some information, and a square meal. They left immediately for Des Moines. Mr. Long says the roads in Idaho and Utah are good and overland tourists will have easy touring this summer.

J. J. Mershon of Dundee, (I beg your pardon, Mr. Gould Dietz—I mean of "Omaha"), is planning a trip to Denver the last of the month.

L. L. Richardson of Malvern, Ia., stopped off at Omaha to get dope on a tour to South Dakota, and to see the new speedway.

H. G. Morgan, Cleveland, O., was in Omaha for a few hours last week on a jaunt to "Frisco."

The Omaha Automobile club will have some foxy decorated cars in the Commercial club run over the North Platte loop.

See Want Ads Produce Results.

LIGHT FOUR MODEL \$1,750 One-Half Million Dollars' Worth of

Stearns-Knight

cars sold by J. H. McAlman, the Stearns-Knight dealer in Boston since January first. This means something to you as eastern buyers are the most critical in their selections. The adoption by some of the largest motor car builders of the Knight motor assures you of the superiority and increasing popularity of Knight motored automobiles.

Why not buy a Stearns-Knight now and save the loss of making the change a year later for you will eventually buy a Stearns-Knight. We never have yearly models.

McIntyre Auto Company

Distributors Western Iowa and Nebraska
247 FARNAM STREET PHONO. DOUGLAS 2408

Chalmers "Light Six" \$1650



Ride in Any Other "Light Six"—then Ride in the Chalmers

Even if you know comparatively little about automobiles—you simply cannot help recognizing the clear cut superiority of the Chalmers over any other "light six."

The extra value in the Chalmers has made this car the fastest selling "Light Six" at its price on the market. Its superiority is so evident that more than 4000 men have already selected this 1915 model.

You will note the superiority first in the greater grace of the clean-sweeping lines, in the greater beauty of detail and the more skilled workmanship in the upholstery and the finish.

Then as you drive this great car further and further you will begin to appreciate the greater ease and comfort, the almost absolute absence of vibration or jarring even when going over rough roads.

You will recognize, too, the greater power and flexibility of the master motor as it takes steep hills smoothly and surely; as it goes through heavy sand and mud without the slightest cessation of speed.

This Car Performs Equally Well on the Boulevard and on the Country Road

There's many a car that looks well and rides well on the smooth boulevard. But only a car built on the Chalmers principle of "Quality First" will give the same service over rough country roads.

Make whatever car you buy prove its mettle under conditions so rigorous that it must show its real quality. You may never have to meet those same conditions in all the time you drive the car but you'll know that you own a real automobile—not a pet of the pavement.

STEWART-TOOZER MOTOR CO.

2048-52 Farnam Street. Omaha, Nebraska. Telephone Douglas 138.

To Judge This Car by Price Would Be to Under-Estimate It

Before a jury of thousands of automobile buyers the 1915 Chalmers "Light Six" has been unqualifiedly declared the biggest motor car value at the money ever produced. That's why it's the fastest selling model we ever built.

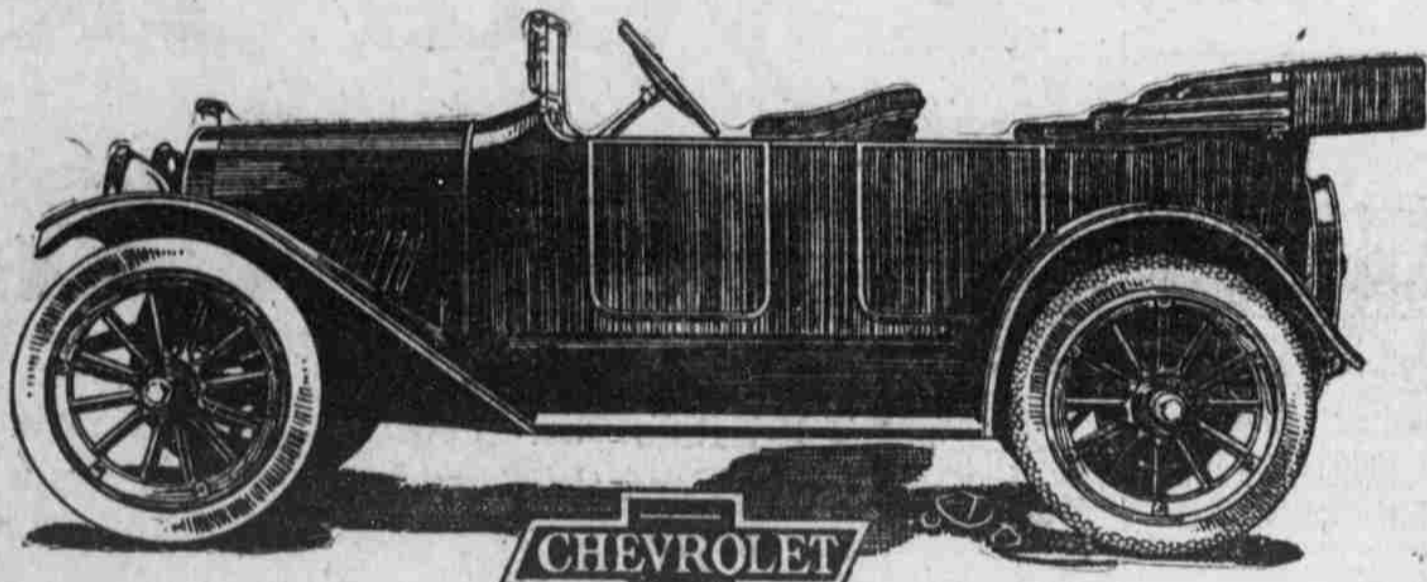
If you would take a 1915 Chalmers "Light Six" completely apart and examine it piece by piece you couldn't find even a minor part that was not of the highest quality, both in material and in workmanship. Because this is true we again ask you not to consider buying any car until you have given the Chalmers "Light Six" a real test.

Get Your Evidence First Hand

\$1650 is a big enough investment to make it worth your while to give the car you purchase a pretty searching test. Take a day off and come with us on a real road trip in this 1915 Chalmers "Light Six." Don't be satisfied alone with the information you can get from a catalog or a salesman. Get your evidence about this car right from the road—first hand.

A few big features of the 1915 "Light Six": a different kind of automobile beauty; unusually handsome finish; Pullman-like comfort; a 48 H. P. long stroke non-stallable motor which "stays put"; graceful molded oval fenders of both strength and beauty; 41-2 inch tires—"Nobby" tread on rear wheels; unusually complete equipment including Chalmers-made one-man top of silk mohair, quick acting storm curtains; five demountable rims, one-motion Chalmers-Entz electric starter which makes the motor non-stallable, Klaxon horn, electric lights, etc. And perhaps the greatest feature of all, the unusually high quality in a car at such a price.

Arrange today for a "Real Test" ride in the Chalmers "Light Six."



In the Interest of the Consumer

Not an Announcement But a Statement of Facts

Yes! We have Doubled and Redoubled and are again Redoubling our manufacturing facilities and our production.

Yes! This greatly increased production enables us to purchase materials at very low prices.

Yes! Factory organization, special machinery, large capital and intelligent direction all contribute to low cost.

But! The above is not alone sufficient for radical price reductions for 1916.

What Then is the Real Reason?

Listen: For years we have devoted our time, our energies and our best thought to the manufacture and refinement of "FOURS." We know "FOURS." We believe in "FOURS." We are prepared to build "FOURS"—the safe, simple, cheap to operate, thoroughly tried and proven CHEVROLET (VALVE-IN-THE-HEAD) "FOURS." In the interest of the consumer, we recognize the fact that the retail dealer must work on a narrower margin, the distributor must work on a much narrower margin, and the manufacturer must work on a very much narrower margin, enabling the

consumer to secure for himself an honest and serviceable car at so near 100% value (figured dollar for dollar) that he may no longer be submitted to the violent shrinkage in value of his car when the "announcement period" arrives, which so unfortunately comes in the very middle of the natural driving and riding season.

The above frank statement and the effort to meet the conditions are the most real reasons for our 1916 prices—and note, THE CARS HAVE NOT BEEN CUT A SINGLE HAIRLINE IN QUALITY.

The Prices:

H-4 "BABY GRAND" Touring Complete with Electric Lights and Starter \$750
F. O. S. Flint, Michigan

H-2 "ROYAL MAIL" Roadster Complete with Electric Lights and Starter \$720
F. O. S. Flint, Michigan

READY FOR DELIVERY JUNE FIRST

CHEVROLET MOTOR COMPANY, Flint, Michigan

L. E. DOTY, Incorporated

2027-29 Farnam St., Omaha, Nebr. Distributors

We Carry a Complete Line of Goodrich Silvertown Cord and Goodyear Cord Tires

The Tires That Give Real Service

Omaha Tire Repair Co.

HENRY NYGAARD, Proprietor

2201 FARNAM OPEN EVENINGS TYLER 1552