

OMAHA AUTOMOBILE CLUB

President George Had Twelve Teams Working Dragging the Roads Around Omaha Thursday.

TOURISTS HAVE HARD TIME

"Many of the wealthy eastern motorists touring overland are leaving their expensive \$2,000 and \$3,000 cars in the garage and buying cheap cars for the trip to the coast, with the intention of selling as soon as reaching San Francisco for what they can get," said J. L. Kilder of New York City, who is on his way back to the latter place.

"The August issue of the Omaha Automobile club Motor News will contain a very valuable week-end trip with map and log," remarked Secretary Clarke Powell in speaking of the matter of week-end trips. "The map will show you exactly how to get there and the log will tell you where to eat your noonday lunch and where to look for the prettiest spots along the trip."

"Some toll charge, believe me!" remarked N. L. Jiker of Boston, referring to the \$2.50 toll fee charged by the Santa Fe for all automobiles crossing their railroad bridge at Yuma, Ariz. "Why, there are about thirty or forty machines a day crossing that bridge and you can just see the profit, clear profit, it is bringing in."

"Yes, the old doctor wanted me to climb the Himalayas with him," remarked John R. Bradley, the famous New York big game hunter and Arctic explorer, who shipped his car to Denver last week, "but I'm getting over most of my daring stunts—all but plowing through muddy roads, and this overland touring is certainly some sporting chance."

Stroud Offers Machines.
Chairman T. F. Stroud of the good roads committee, donated the use of all grading machinery for the proper fixing of the road on the approach to Spring park, South Omaha. Mr. Check of the club directorate, will raise a half-dozen teams in South Omaha and supervise the work.

"Talk about answerless questions," laughed Secretary Clarke Powell, "well, we certainly have them fired at us over the telephone. A woman called up last week and said she was going over into Iowa on a trip and wouldn't be back for two days, but she wanted to know if it would rain before she got back."

"Thirty-three new members in one week," smiled Gould Dietz, treasurer. "I think I can see that cherished 1,000 membership shortly. Every motorist in the city who is at all interested in good roads should drop around to the club room and sign an application blank for membership in the fastest growing club in the city—that's us."

"Every little detour has a meaning all its own," laughed William Borsin, who stopped off in Omaha last week on his way back to Boston. "Rain has put dirt roads strictly on the p-u double unk. But Nebraska roads on the average are standing it unusually well. Why, some of the far western roads and far eastern roads are so rotten that your roads look like boulevards in comparison. The little old detour is having its day, and some day it will be a real grown-up road, just like the main highways."

"Please use your influence with the weather man," someone wrote on the bulletin board at the club room. Colonel Welsh seems to be an unreasonable man, or else he has a grudge against automobiles.

"Gumbo, gumbo, what is this gumbo," asked an eastern visitor. "Why," smiled a native, "it's something like chewing gum."

Our registrations have fallen off during the last two weeks on account of old J. P. Pluvius and his water wagon occupying the highways.

"A handsome Automobile club car pennant will be given to every member bringing in a new member, and also, the new member will get a pennant during the month of August," remarked Secretary Powell. "The pennants are in Ak-Sar-Bon colors and will be about the handsomest thing in a club line in the city. We have orders already for at least two dozen."

Big Per Cent of All Cars to Be Made Next Year Are 4-Cylinder

"Notwithstanding the great hue and cry which is being raised by the exponents of multiple cylinder cars, the fact remains that 85 per cent of the automobiles to be produced in 1916 will be of the four-cylinder type," says a local dealer. Of this large majority 75 per cent will be of the L-head type—that is to say, as opposed to the so-called contrasting type.

The four-cylinder motor, for many reasons, is still the most efficient and simple for all the practical purposes of motor propulsion. It is a fact well known to engineers that the flexibility apparent in cars with six, eight and twelve cylinders is not entirely due to the motor. Inquiry will show that the gear ratios play a very important role in the perfect torque obtained at slow speeds. A high speed multiple cylinder engine in connection with low gear ratios is a combination that will cause the average motorist many anxious moments.

Every cylinder that is added must, of necessity, increase the weight of the car and add to the consumption of oil and gasoline. Extra cylinders also add to the complication of the motor and by doing so shorten its life. Experts in mechanical construction will invariably choose a simple design in preference to a complicated one, for they know from long experience that the greater the number of parts the greater the tendency toward wear and short life.

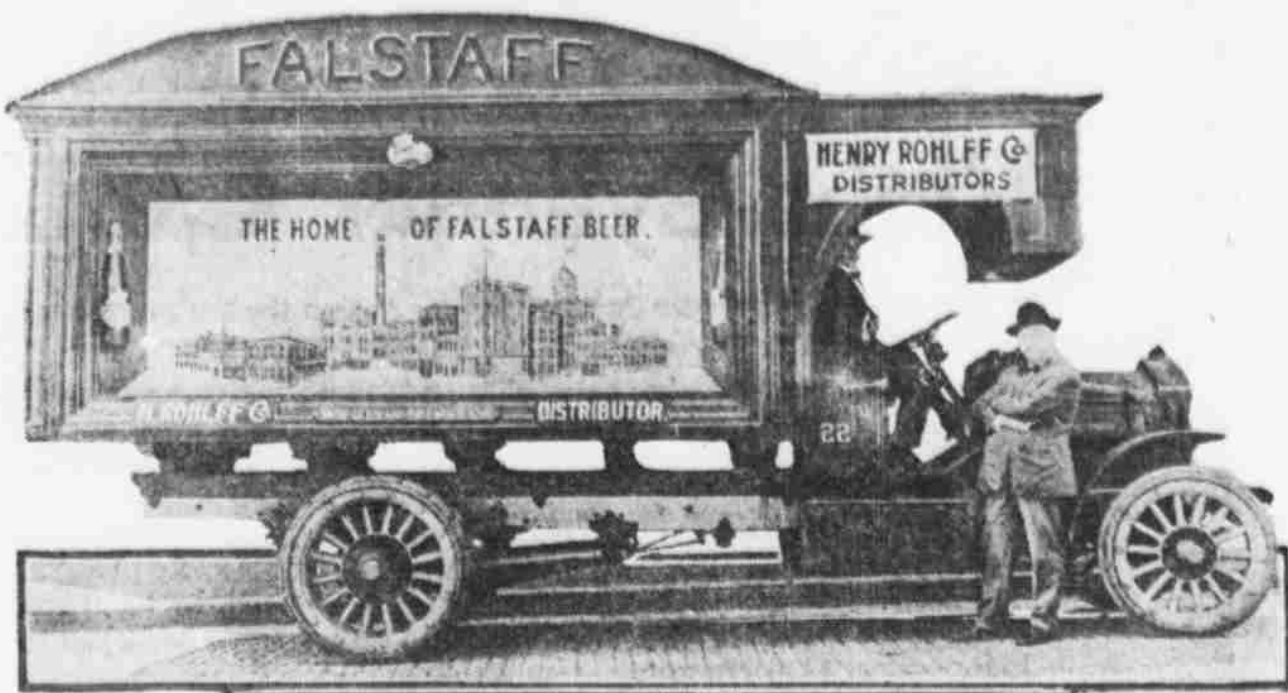
SOME HONOR TO CARE FOR THE GOODYEAR GOAT.

Leading the districts of the Goodyear Tire and Rubber company in amount of business for the month carries with it the honor of entertaining the Goodyear Goat. To receive it as a prize is the ambition of each district manager.

The Goodyear Goat is neither fiction nor allegorical figure. It is a really, truly, sure-enough goat, with whiskers, horns and—yes, fragrance. In token of its chief characteristic, the radiance of sweet-smelling savors, it has been designated "Violet," although it is not that kind of a goat. It has been suggested that "Sweet William" would be an appropriate name, as it could then be associated with flowers. It needs the association.

A Summer Cough Hurts the Lungs.
Dr. Bell's Pine-Tar-Honey stops the cough and prevents your cold getting worse. It's guaranteed. Only Dr. All drugists—Advertise.

Big Pierce Arrow Truck Travels Across Country



A beautifully illuminated auto truck has been seen around the streets of Omaha for the last two weeks showing an embossed reproduction of Lempi's brewery on either side with the famous Lempi's shield on the rear. These pictures

are illuminated by 22 Tungsten lamps of fifteen-candle power each, the current being supplied from a fifty-cell storage battery which is charged every night. The car is a Pierce Arrow truck and has been all over the country. When Henry Rohlf saw the car in, Los Angeles a short time ago he immediately set about to have it brought to Omaha for either the Saengerfest or for the fall festival. It arrived for the former and caused considerable comment, as it was driven through the streets.

Saxon Dealers Make Remarkable Records in Economy Drives

Reports of records made by 106 Saxon "Sixes" in a nation-wide economy driving contest indicate that new records in economy will be established by the cars that entered. Complete records of the performance and announcement of the winner will be made within a week by the Detroit newspaper men who are acting as judges.

Despite the fact that the runs started over roads made muddy by almost two days' steady rain, the general average made by the 106 competing dealers was better than twenty miles per gallon of gasoline. Oil consumption was correspondingly low.

Reports received thus far tell of unusual records made by C. F. Seward of Kokomo, Ind., and E. H. June of Birmingham, N. Y., both of whom drove through from Detroit to their home towns and averaged better than twenty-six miles to the gallon of gasoline all the way.

It is announced that H. Rosa Maddocks of Boston has been awarded the special prize given to the dealer covering the longest distance in his drive. Mr. Maddocks drove to Boston, making 54 miles, and averaging twenty miles per gallon of gasoline all the way. He made a nonstop run from Buffalo to Boston.

Rent rooms quick with a Bee Want Ad.

NEW ASSISTANT MANAGER OF LOCAL FORD BRANCH.



J.C. Stubbs

Big Demand for New Models of the Paige

Chicago's demand on the Paige-Detroit Motor Car company for July deliveries of the 1916 edition of the Paige big six totals 232 cars. That many buyers are now clamoring in the office of the Chicago distributor for immediate delivery and there is every indication that this selling pace will be greatly increased before the season is much further advanced.

"The Chicago situation is only one incident in the selling rush that set in immediately following our recent announcements," said Henry Krohn, sales manager of the Paige-Detroit Motor Car company. "We have been absolutely overwhelmed with orders, telegrams, telephone calls and visits from eager dealers. It is the biggest demand, the keenest and most insistent, in our history. The orders are for both our seven passenger big six and our new model, the five passenger light six."

The New Allen

\$795

We have cars on hand for immediate delivery

Standard Motor Car Co.

CARL CHANGSTROM, Mgr.

Douglas 1705. 2010 Farnam St.

LEE Tires

PNEUMATIC NON-SKID PUNCTURE-PROOF

Even if you yourself haven't used Lee Puncture-Proof Pneumatic Tires, you will have no trouble in finding plenty of your motoring friends who have. Ask them what satisfaction they have had. These tires are guaranteed

Pneumatic--- Yet Puncture-Proof

Write for descriptive booklet, "P. P. P.," or drop in at our store (2051 Farnam), examine these wonderful tires and let us show you records they have made during the past four years.

POWELL SUPPLY COMPANY OMAHA

ANNOUNCEMENT

The following prices f. o. b. Detroit, effective Aug. 2, 1915:

Ford Runabout	\$390.00
Ford Touring Car	440.00
Ford Town Car	640.00

No speedometer included in this year's equipment, otherwise cars fully equipped.

There can be no assurance given against an advance in these prices at any time. We guarantee, however, that there will be no reduction in these prices prior to Aug. 1, 1916.

Profit-Sharing with Retail Buyers

On August 1, 1914 we made the announcement that if we could make and sell at retail 300,000 Ford cars between August 1, 1914 and August 1, 1915 we would share profits with the retail purchasers, to the extent of from \$40 to \$60 on each car. We have sold over 300,000 Ford cars in the time specified, and profit-sharing checks of \$50 each will be distributed as rapidly as possible after August 15, 1915. Retail purchasers who have not yet mailed us their profit-sharing coupons, properly endorsed, should do so without delay.

Our plan to profit-share with retail purchasers of Ford cars during 1914-15 has been most successful. We thoroughly believe in it, but, realizing the uncertainty of conditions generally makes it advisable to defer any announcement of future profit-sharing until a later date.

We are, however, confident of our inability to reduce costs for several months, and therefore can offer no profit-sharing for cars delivered during August, September and October, 1915.

NEW MODEL HUDSON SALES

First Two Days, 1041 Sold
First Ten Days, 3480 Sold

See How Hudson Sixes Are Selling

It Breaks All Sales Records on Class Cars

The deluge of demand for this new-model HUDSON has amazed every man concerned.

The Opening Days—June 14th and 15th—packed every HUDSON showroom. In those two days men paid for HUDSONS over \$1,400,000.

During the first ten days 3480 cars were sold. There has never been anything known to compare with it in the records of high-grade cars.

Records of 21 Months

This new-type HUDSON, bear in mind, is only 21 months old. Before that, men who bought high-grade Sixes paid \$2250 up. And their cars weighed up to 4500 pounds.

The first model of this new-type HUDSON sold for \$1750, and weighed under 3000 pounds. It cut fuel and tire cost in two. Never once on that model could we catch up with orders.

Next season we doubled production and brought the price to \$1550. That model last summer was 4000 cars oversold.

Now again we have doubled production, and brought the price to \$1350. And again the demand exceeds output.

Now Everybody's Choice

Now this new HUDSON, among high-class Sixes, is nearly everybody's choice. No real rival is in sight. And this type of car—the Light Six type—dominates the quality field.

There was a time when many a car claimed to be "much like the HUDSON." But the HUDSON kept adding refinements. Within 20 months it brought out 51 distinct improvements. In the same time it dropped \$400 in price, because of the multiplied output.

Now no car is like HUDSON, and nobody thinks

so. There is not today, in the whole field of Sixes, a comparable value. That's the reason for this HUDSON flood.

Three More Innovations

This new model brings out three more big attractions:

- The Yacht-Line Body
- Lustrous Finish
- More Room and Luxury

One means the handsomest body lines ever shown in a car. One means a finish brilliant and enduring. In the finish, exclusive to HUDSONS, every coat is baked on in enormous ovens. The equipment for it cost us \$100,000.

The tonneau is roomier, the rear seat is wider. There are two seats which disappear. The cushions are deep and comfortable. The upholstery is enameled leather. A leather-bound top-piece surrounds the whole body.

These complete 51 refinements made since this car came out. And they place this new HUDSON among the finest cars built.

Pick Your Car Now

The time is surely coming, if this sale continues, when men who want HUDSONS can't get them. It has come again and again in the past 21 months. And this season, in this class you will find no second choice. You will find nothing to satisfy after seeing this HUDSON. If you want early delivery on a new car, now is the time to decide on it.

7-Passenger Phaeton or 3-Passenger Roadster, \$1350, f. o. b. Detroit. New Cabriolet, \$1650

HUDSON MOTOR CAR COMPANY
DETROIT, MICHIGAN

Best of all HUDSON features is the matchless HUDSON service. We'll explain it when you come.

GUY L. SMITH

"SERVICE FIRST"

2563 Farnam Street—Corner of 26th Street Omaha, Nebraska