

AUTO RACE HONORS GO TO EARL COOPER

Motor Age Awards Stutz, American-Built Car, Supremacy of the Racing World.

SUCCEEDS RALPH DE PALMA

Although it is early in the season, Motor Age, America's foremost automobile trade magazine, has taken time by the forelock and has awarded the premier honors of America to the sturdy Stutz car, and to Earl Cooper. The wonderful showing of Stutz cars at Indianapolis, Chicago, Elgin and Minneapolis has prompted Motor Age to give the Stutz the American road race and the American speedway championship for the season of 1915.

In 1913 the Stutz, by a phenomenal series of wins, established itself as the road race champion for America for the season. During the season of 1914 the German Mercedes, driven by Ralph De Palma, secured this honor. But this brings the championship once more to the Stutz, with Earl Cooper driving.

The record of the Stutz is the most spectacular of any ever established during the history of automobile racing. Harry C. Stutz, builder and designer of the car, has entered twenty Stutz cars in fourteen consecutive races and nineteen of these cars finished in the money. In the Elgin-Chicago trophy, the Elgin national trophy and in the Minneapolis speedway race the Stutz cars won first and second, and in the latter race the closest car to the second Stutz was forty-two miles behind. In the Minneapolis speedway race of 500 miles the two Stutz cars finished less than one-quarter of a second apart; or, in other words, less than ten feet apart. The finish was the closest and most sensational in the annals of motor racing, and the greatest achievement of the Stutz since its competitive debut in the Indianapolis sweepstakes of 1911. Cooper captured the premier honors of the day and a purse of \$2000. Measured by space, his margin of victory was less than half a car's length.

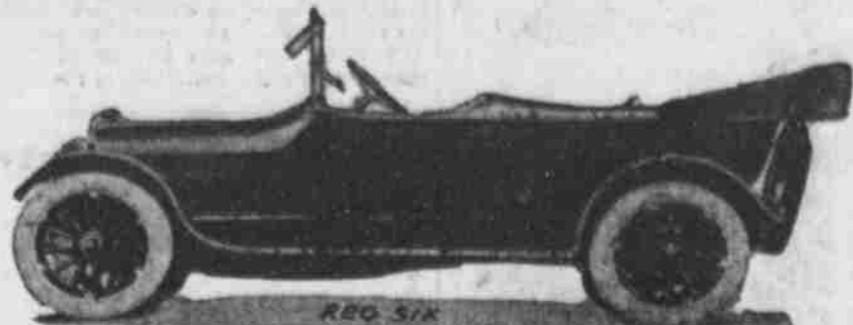
Cooper is First.
Earl Cooper, in winning the San Diego road race January 9, 1915, and his victories at Elgin, give him beyond the question of a doubt the American road race championship for the 1915 season. Dario Resta comes very close to equalling Cooper in this record, Cooper having one second place better than Resta.

These honors, coming to the Stutz in its fourth year of racing, have established beyond the question of a doubt the supremacy of the American-made car. The record of the Stutz has been due more to a consistent performance in every race entered than to special bursts of speed, or races won through extraordinary good luck. The Stutz stamina, the sturdy motor and the sturdy chassis, driven by two master drivers, demands the respect of every automobile enthusiast in America and Europe today.

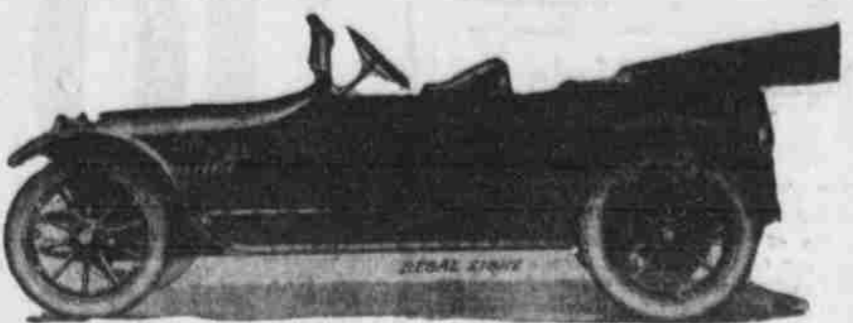
Harry Stutz, in a recent statement, made very plain his reasons for continuing his cars in the race course after having achieved such wonderful victories. His main idea was the perfection of the car itself, and in obtaining this perfection he has found racing the quickest and surest means of testing a car and the hardest possible service in the least possible time. Harry Stutz states that he shall continue racing for this reason only. The racing record of the Stutz car shows beyond any question of a doubt that the Stutz construction has been brought up to the highest possible state of perfection now possible.

Blue Ribbon to Maxwell.
On a basis of quality of material, workmanship, performance and value for the money, the judges at the big Laporte (Ind.) fair awarded first touring car prize to the Maxwell.

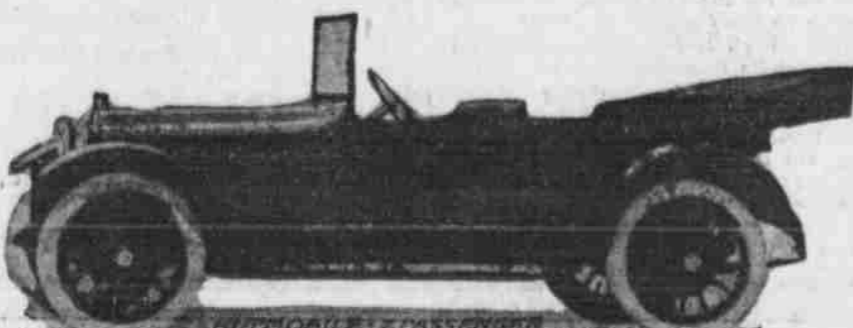
Reo Six Makes 'Em All Look



Regal Eight is a Beauty



Hup Keeps Up Its Record



Empire Manager Expects King Ak To Bring Trade

With Nebraska coming to the front faster than ever as an automobile buying state, with over 70,000 licenses in use at the present time, and a prediction that over 10,000 additional will be issued in 1916, a very conservative estimate, this year's Ak-Sar-Ben looms up as a greater proposition than ever before from an automobile standpoint.

Buyers are coming to the festival this year more interested than ever before in automobiles. But this vast number by no means fills the demand in the rural districts. No greater evidence of this can be found than in driving through the country any Sunday. Any number of buggies and carriages will be met on the road; before every church are horse-drawn vehicles. The owner of every one of these carriages is a prospective buyer of an automobile, not ten years from now, but in the near future. Better cars are demanded each season—cars that have attractive appearance and roominess, abundant power, sturdy construction and at a fair price.

"Meeting these requirements in every detail, special favor is due Empire Distributing company's exhibit of the 1916 Empire models at this year's Ak-Sar-Ben. It gives us a fall show, and this, with the present policy of announcing new models in the summer, is much more profitable and reasonable than a winter show," says George G. McVicker, manager. "The exhibit last year started us off with a rush on our 1915 business, sent us on the way to establishing new Em-

pire sales record for the territory. With the new Four, a development of the tremendously successful previous Empire model, refined in every way, roomier, and even higher powered, and the Six, a high-powered, big, light weight car of exceptional roominess, we have a complete line. The price of the Four has been greatly reduced. This one car typifies the rapid advance of the automobile industry. The new Six is a sensational car and will be a big feature of our exhibit. They together mean a strong line and one such as the demand is for."

GRANT CAR MAKES RUN ON TREADMILL IN A WINDOW

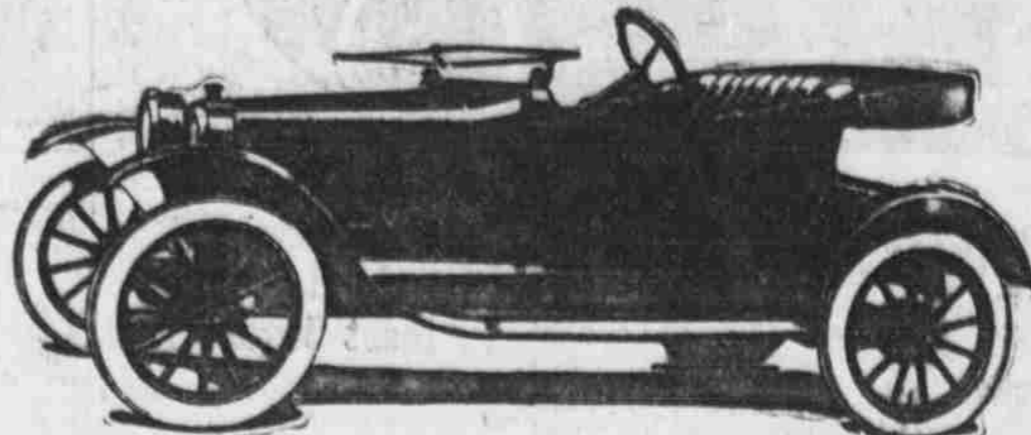
Running continuously for thirty days on a treadmill placed in the show window of the local distributor, C. J. Simmons, a Grant six covered 14,854 miles on 429.5 gallons of gasoline and 15.75 gallons of oil, a gasoline consumption average of one gallon to each thirty-four miles. An average speed of 29 1/2 miles per hour was maintained throughout the thirty-day test and the records show that six tires were changed as a result of blowouts resulting from the intense heat caused by the friction developed by the treadmill.

LINCOLN HIGHWAY NOW IS MARKED ACROSS UTAH

The official Lincoln highway markers now extend entirely across Utah. It was a big job to plant posts and stencil signs across the 400 miles of mountain, plain and blazing salt desert, but it has been completed after weeks of work, and Utah now enters the front rank of Lincoln highway states, so far as marking is concerned at least.

SAXON ROADSTER \$395

Costs less to own than horse and buggy
Can be maintained on street car fares



New Series Saxon Roadster

- Three speed transmission
- New body — hand-somer, roomier
- Improved high speed motor
- Timken axles, front and rear
- Signal lamps at sides
- Ventilating windshield
- Adjustable pedals

These and a score of other refinements feature the New Series Saxon Roadster. It is a bigger and better car. It is a greater value than ever before.

The three speed transmission provides increased flexibility. Saxon roadster is the only car in the world under \$400 with this great feature. Timken axles are acknowledged the best made.

The extra set of side lights, the ventilating windshield and the adjustable pedals are conveniences you will readily appreciate.

Throughout the new car all the sterling Saxon features, tried and proved in the service of 30,000 owners, have been retained with many added detail refinements.



"Four" Roadster With detachable Coupe Top Delivery Car	\$395 455 395	"Six" Touring Car With detachable Linumine top "Six" Roadster	\$785 825 785
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Noyes-Killey Motor Co., Distributors
2066 Farnam Street Phone Douglas 3646
We Have an Attractive Dealer Proposition.

It has beauty — the handsome, well finished streamline body in the latest automobile fashion — the only really good looking low priced car today.

It has economy — Saxon Roadster is today, as always, the most economical car ever built. It makes 30 miles per gallon of gasoline — 266 to 280 miles on a pint of oil — 2500 to 3000 miles on a \$7.85 tire. It costs only half a cent a mile to run. Therefore, it is the world's economy champion — for no other car can equal this average. Come and see it.

Model 38
Large
\$1050



Light "Six"
Five-Pass.
\$795

See It-- That New Oakland Six

The newest product of the Oakland factory, a six cylinder five passenger touring car, to sell at \$795 is on our floor awaiting your inspection.

It is the car which has set a new price standard in the field under \$1,000. It is the first real, full-sized six-cylinder car to sell for anywhere near the price. It is truly an amazing value.

It is devoid of excess weight, which added nothing to the endurance of the car. In it are combined all advantageous mechanical and engineering features found in high priced cars.

There is power beyond all needs.

The car is roomy with wide seats and plenty of leg-room. Long, resilient springs make it one of the easiest riding cars ever offered—and this ease and comfort is a feature seldom found in small cars.

Co-operating with Oakland Engineers in the building of this car is the largest and most complete motor car manufacturing organization in the world. They know how to build a high class machine and offer a small car masterpiece in the new six cylinder Oakland.

Every modern feature you could ask for is to be found in this car. By all means Ak-Sar-Ben visitors should take the opportunity to see it.

The Lininger Implement Co.

Distributors
Omaha. Phone Douglas 109
City Salesroom, 2200 Farnam Street

Now Here

1916—REO—1916

Can you imagine the satisfaction in having a new model which has been under close observation for several seasons, and pronounced the equal of any 1916 model on the market? Imagine the satisfaction in knowing that the car you drive is of the latest design and still has passed the experimental stage and is a proven success.

That's What the "REO" Offers at a Reduced Price--and Here are the Reasons:

1. We are satisfied that the Four and Six cylinder cars are the types which will be accepted as the standard.
2. We have perfected these two types to the extent that no important changes were necessary. Nothing but a refinement here and there or a slight mechanical change was necessary this year.
3. Having passed the experimental stage it is no longer necessary for dealers to make such a large margin of profit in order to protect themselves against time spent in service work.
4. Reo dealers have voluntarily reduced their profits on individual cars. Owing to the volume of business done this will net them a better profit on the entire season's business.



Partial Specifications Reo Fifth

THE NEW REO THE FIFTH (Model B) Touring Car—Price \$715.
WHEEL BASE—35 inches.
SPRINGS—Front, semi-elliptic; rear, three-quarter elliptic.
REAR AXLE—Tubular—semi-floating Timken roller bearings at differential.
TIRES—32x4 inches, front and rear. Non-skid on road.
MOTOR—Vertical, four-cylinder, cast in pairs, modified L type with integral head, with inlet valve in head.
HORSEPOWER—34.
CARBURETOR—Automatic, heated by hot air and hot water.
STARTER—Electric, separate unit, six volt, connected to transmission.
CONTROL—Left-hand drive, center control.
GASOLINE CAPACITY—18 gallons.
BODY—Five-passenger—stream line Touring car type with extra wide full "D" doors, front and rear. Genuine leather upholstery. Deep cushions and inlays.
PRICE—\$715, L. & S. Lansing, Mich.

Jones-Opper Co.
2043-45 Farnam St., Omaha, Neb.

District—Eastern and Northern Iowa and Western Nebraska

A. H. Jones
Hastings, Neb.

District—Southern and Western Nebraska and Northern Kansas

Partial Specifications Reo Six

THE NEW REO SIX (Model M)—Price \$1,200.
WHEEL BASE—36 inches.
SPRINGS—Front, semi-elliptic; rear, coilover.
REAR AXLE—Full floating, Timken roller bearings.
TIRES—32x4 1/2 inch front and rear. Non-skid on road.
MOTOR—Vertical, six-cylinder, cast in three, modified L type with integral head, with inlet valve in head. 43-34HP.
HORSEPOWER—44.
CARBURETOR—Automatic, heated by hot air and hot water.
STARTER—Electric, separate unit, connected to transmission.
CONTROL—Left-hand drive, center control—steer and throttle on steering wheel with foot accelerator.
GASOLINE CAPACITY—18 gallons.
BODY—Seven-passenger—touring car type, with extra wide full "D" doors front and rear. Genuine hand-built bright enamel finish leather upholstery. Deep cushions and inlays.
PRICE—\$1,200, L. & S. Detroit, Lansing, Mich.