

Gossip Along the Automobile Row

The W. L. Huffman Automobile company had a very busy week entertaining their many agents from various sections of the country who visited Omaha during the week. Business has been brisk to the extent that the large supply of cars which was received for Ak-Sar-Ben week have all been disposed of, in addition to several carload orders placed during the week.

The demand for the 1916 model "N" Hupmobile has been so great that factory extensions have been made necessary," says W. L. Huffman, local distributor for the Hupmobile.

New buildings were started last week on Milwaukee avenue, Detroit, by the Hugg Motor Car company. The factory is now over 1,500 orders behind for the 1916 car, in spite of the fact that there has been more than twice as many machines turned out since the start of the 1915 selling season as for the same period of 1915.

Different from all the rest—the Oldsmobile, with its brilliant red and white trimmings, filled with nine happy little girls with their red and white capes, was one of the very pleasing cars that attracted the applause of the multitudes that witnessed the automobile floral parade last Tuesday. When the car halted in front of the reviewing stand the spectators extended special greetings to the little paraders.

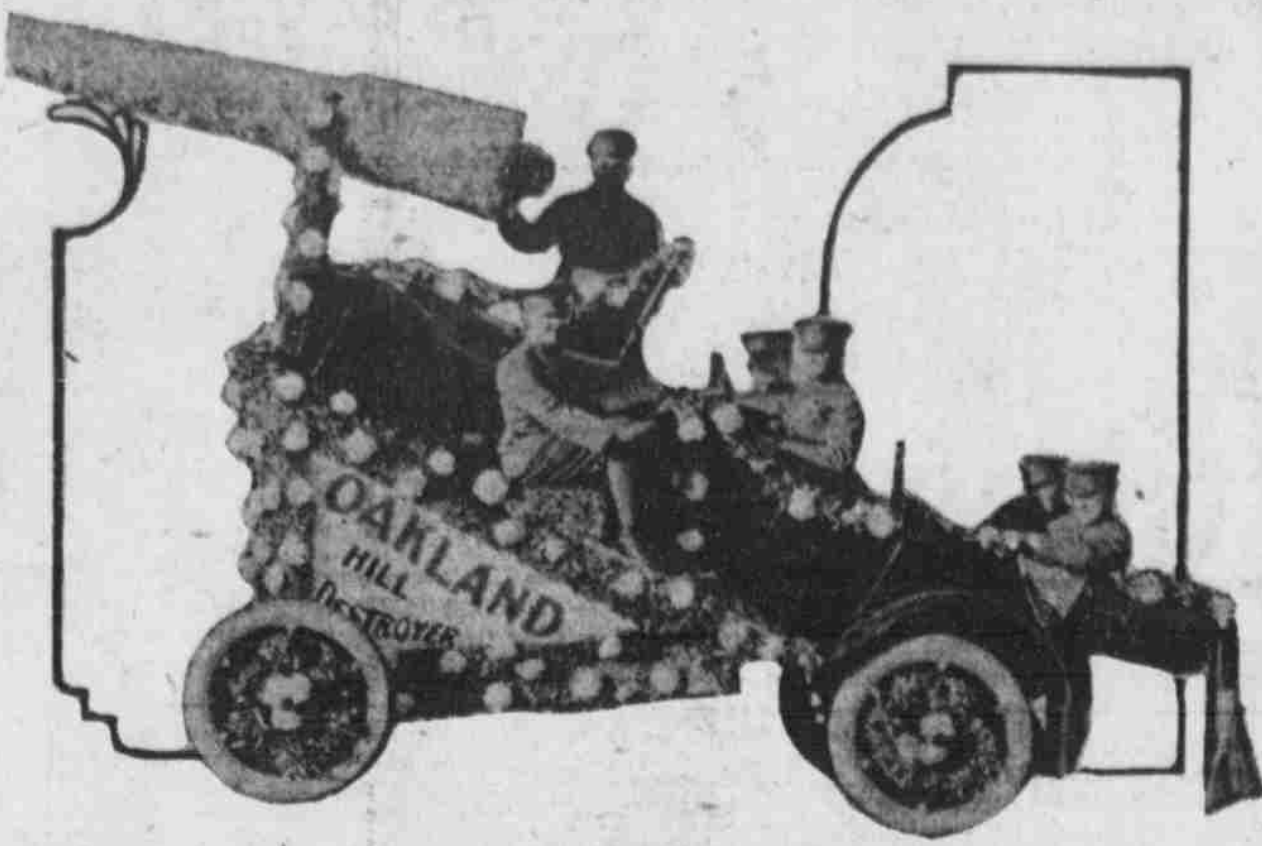
B. F. Jacobs, representing the Marion Six in this territory, spent part of last week in Jackson, Mich., at the factory, and states that, notwithstanding the lateness of the season, the factory is farther behind in orders than they have been any time during the year. While there Mr. Jacobs received an appointment as western sales manager, controlling all territory west of Denver. He is going to the Pacific coast to meet the western representatives of this car.

E. A. Hart, district manager for the Olds Motor Works, who has spent several weeks in the territory, predicts the largest Oldsmobile sales in proportion to population in the Missouri valley territory that his company will enjoy during the coming year. Sales in the immediate section have quadrupled during the last two months, and of one year ago. Agency contracts already written indicate that the middle west will be productive of more business than any section.

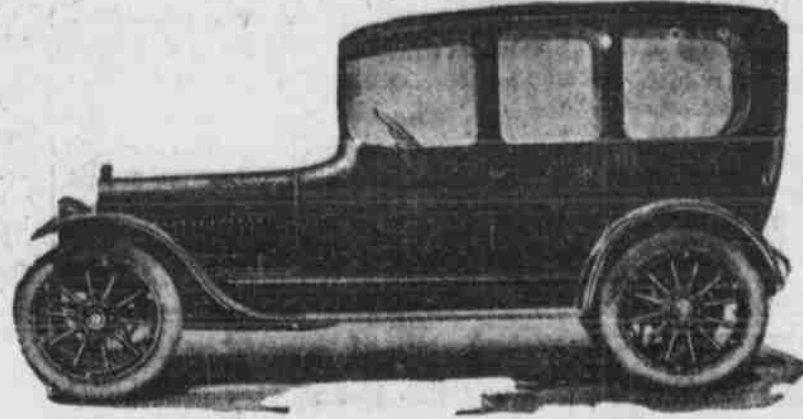
The Oldsmobile Sales company is elated by the advice received from the factory that their Oldsmobile Eight demonstrator will be shipped on October 20, and that the November allotment of this model will be filled in its entirety. The advance orders booked on this model indicate that this will be an unusually good seller, as it offers a high-grade eight-cylinder car at a popular price.

L. W. King, formerly with the R. E. Davis company, handling territory work on the Chandler Six, has entered the employ of the Oldsmobile Sales company and is already busy writing contracts for the coming year.

Oakland Car in Ak-Sar-Ben Floral Parade



Symmetrical Line Chandler Sedan



been rather surprising to automobile dealers, and what is considered the more remarkable is the fact that so many are being purchased this early in the season. Limousine bodies are usually associated in the mind with cold or unpleasant weather, but the new styles and the fact that they have been brought to a more proportionate equation with incomes of automobile buyers has served to greatly increase their popularity.

The new Studebaker limousine is attracting unusual attention wherever shown from the richness of exterior and the luxury of interior finish.

Mitchell Comes Out With Announcement of All-Weather Car

The cost of all-year driving has been so materially reduced by the introduction of the new Mitchell demountable sedan top that motor car owners are coming to a realization that the automobile is no longer a "fair weather friend."

The demountable sedan top means an all-the-year car for any and all kinds of weather at the expense of only one car and one body, and the fact that for a very slight additional investment the Mitchell can be converted into a luxurious enclosed car, suitable for winter use, will mean a material increase in the winter use of cars.

The owner who heretofore has garaged or put up his car during the winter months will now have the use of his car throughout the year, and at an extremely nominal outlay both himself and passengers can enjoy all the comforts and luxuries of the more expensive coupes, limousines and berlines.

Huffman Secures Fine New Home for Hupmobile Autos

The W. L. Huffman Automobile company has closed a contract to take over the building at 2095-2098 Farnam street, which will be remodelled and refurnished and ready for occupancy about December 1.

The plans as drawn will make it one of the finest automobile sales rooms in the middle west, the tile floor extending back seventy-six feet, beyond which will be storage space for demonstrating cars and a large, commodious stock room. The arrangements are such that the stock keeper will be accessible from the interior of the sales room, where business can be transacted with either stock de-

partment or accounting department, and the whole plan of arrangement will be carried out in such a manner as to facilitate the quick handling of parts.

The offices are very cleverly arranged, and the millwork contracts being let call for fixtures that would be a credit to a banking institution. Leading from the main sales room is a broad stairway to the second floor where the front fifty feet of the building will be devoted to sales room purposes.

As for many years past, the W. L. Huffman Automobile company will hold the Hupmobile as its principal agency.

Limousines Become Popular This Fall

The favor in which the limousine is growing with the motoring public has

FINE NEW BUILDINGS IN USE BY DODGE BROS. FIRM

The magnitude of the plant of Dodge Bros. at Detroit is indicated by the handsome new administration building which has just been completed. It is 400 feet long, 80 feet wide and four

stories high and it is one of the finest office buildings in the Detroit manufacturing district. The entire lower floor is taken up by the sales and advertising departments, reception rooms, lobby, etc., while the remaining offices occupy the second and third floors.

Messrs Dodge have a private dining room and there is a handsome cafe for the executives and heads of departments. A cafeteria that will seat 500 is maintained for the benefit of the office employees. A big lounging and smoking room is provided for the men and the women employees have a beautifully furnished rest room.

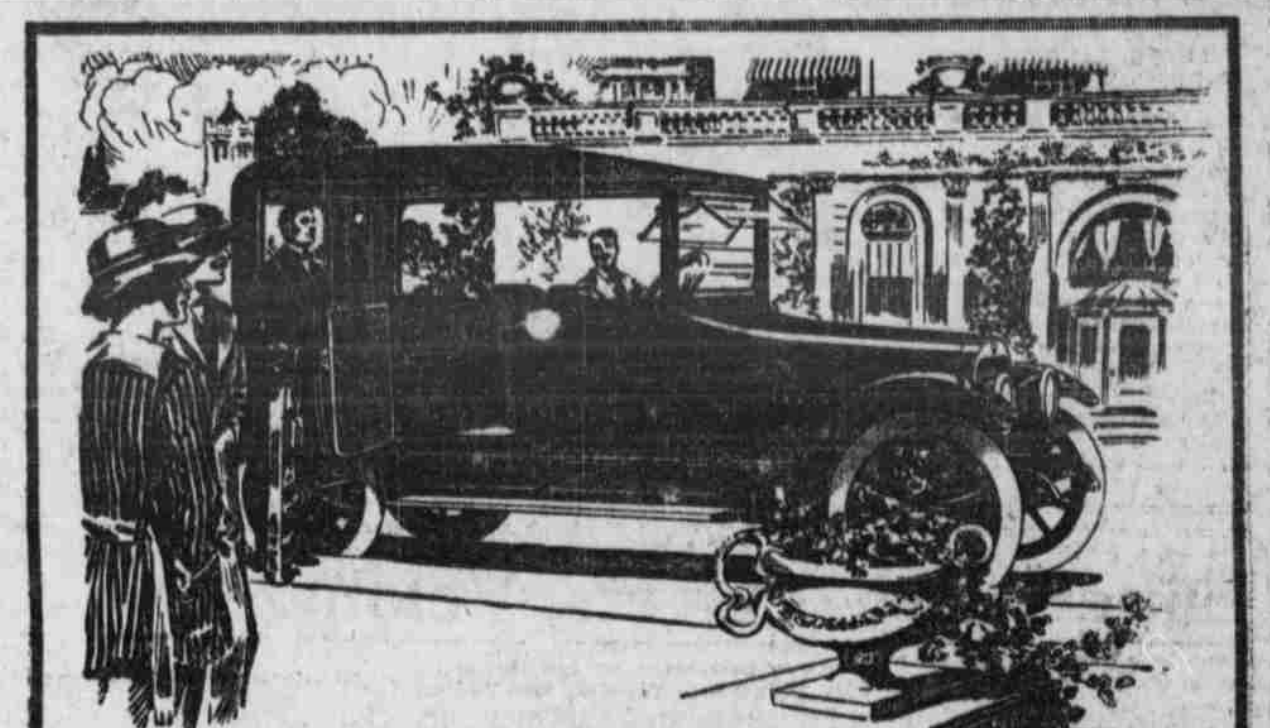
Cadillac
Standard of the World

100 miles in 82 min. 46 sec.

This is the record made by
The Eight-Cylinder Cadillac
on the new Chicago Speedway, Sept. 21, 1915.

In this remarkable performance the Cadillac demonstrated itself to be the fastest touring car made in America—if not in the world.

Cadillac Co. of Omaha
GEO. F. REIM, President.
2090-92-64 Farnam Street.



Hudson's New Luxury Car The Touring Sedan - For All Seasons

This latest Hudson conception will meet the desires of thousands. A Touring Car when the windows are down. Fixed top, open sides, unobstructed view. Not a sash or a brace in the way.

With the windows raised, a luxurious Sedan. And the change can be made in a minute.

Women will find here all the elegance of the finest electric brougham. All will find in this one model a car for winter or summer, for touring or for town.



TOURING SEDAN
With windows up—the same car as pictured above. Price, \$1,575, f. o. b. Detroit.



LIMOUSINE
A distinguished model, most handsome. Extra seats face forward or backward, and disappear when not wanted. Price, \$2,450, f. o. b. Detroit.



COUPE
For comfort on stormy days, yet open and delightful in summer. Seats four. Price, \$2,000, f. o. b. Detroit.



CABRIOLET
Changes quickly from an open Roadster to a closed Coupe. Price, \$1,650, f. o. b. Detroit.

Other Closed Hudsons—Nothing Too Fine

For years Hudson designers have centered largely on bodies. That is, since they finished the new-type Hudson, which has won leading place among fine cars. We determined then to lead in body-building, too, particularly in luxurious closed bodies.

their distinction. The details reveal a hundred pleasing surprises. Closed car luxury is here brought to its climax. Yet note Hudson prices. They will bring these envied comforts into ten-fold wider use.

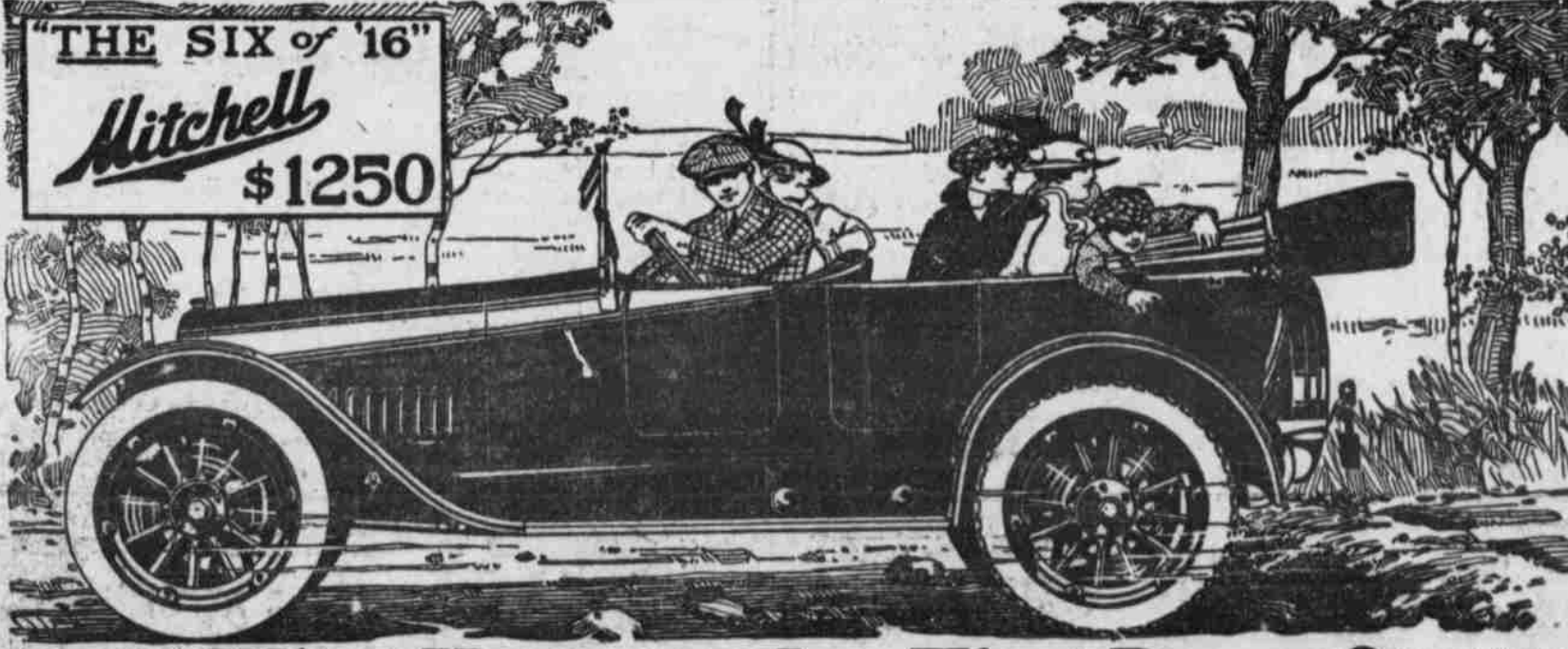
We brought to our old coach builders of international repute. Our own designers worked out scores of conveniences.

Hudson dealers now have closed models on show. We urge early selection because all Hudson models are in over-demand this season.

Now Hudson closed bodies stand out as artistic masterpieces. A glance shows

For full descriptions write for Closed Car Catalog. HUDSON MOTOR CAR CO. DETROIT MICH.

GUY L. SMITH
2563-5-7 Farnam St. "SERVICE FIRST" Omaha, Neb.



"THE SIX of '16"
Mitchell
\$1250

What Happened to That Bump?

"We saw it—were braced for the shock—and nothing happened! Over the obstruction we went as if on wings." This surprise comes to all who first ride in a Mitchell. Later you get accustomed to the fact that all roads are smoothed out under the tremendous swing of this new "Mitchell SIX of '16."

One enthusiast on Mitchell *comfort* says the overwhelming success of this new car is due to its easy riding qualities. This is the first car built in which the passengers in the rear seat ride as comfortably as the driver.

Another ascribes it to the Mitchell *action*—the quick getaway, the instant stop. Other owners enthuse over Mitchell *appearance*: long, symmetrical lines suggesting power and poise.

The Mitchell is the greatest car value ever offered. It answers the demands of all the family: style and easy riding for the "women folk," speed and "snap" for the boys; and the long life and strenuous service which all practical needs demand. This all-around usefulness accounts for the fact that "every 'SIX of '16' car sells another."

See the Mitchell dealer near you. He has this new "SIX of '16" at your disposal for a trial spin. Get the personal touch.

Three-Passenger Roadster \$1250
Five-Passenger Touring Car

Seven-Passenger Body \$35 extra All Prices f. o. b. Racine
Demountable Sedan Top, making all-year-round car, \$165 extra

Mitchell-Lewis Motor Co.
Racine, Wis., U.S.A.

Over Eighty Years of Faithful Service to the American People

Mitchell Motor Company

2054 Farnam Street

Omaha, Nebraska

Engravings
Electrotypes
Stereotypes
Designers
Retouchers
Photographers
All Under One Roof

"THE OLD RELIABLE"
Metz
Beer
Wm. J. SWOBODA RETAIL DEALER
PHONE DOUGLAS 222, OMAHA, NEB.

Swap Anything in the "Swapper's Column"