

WINTER CARS ARE NOW MADE FOR USE

No Reason Left for the Owner to Stop Driving When the Snow Flies.

ARE MADE TO STAND COLD

One of the most perplexing problems confronting the automobile dealers of this territory is the lack of enthusiasm regarding motoring during the winter months. It is explained in a measure by the road conditions, of course, but aside from that condition there is a tendency to put the cars away when the first flurry of snow comes.

This is a condition which is not altogether justifiable. There are many weeks during the winter months when the roads are in better condition than during the summer, many weeks when motorists might enjoy the use of their cars were it not for the fact that people in this territory seem to accept the first snow as a formal declaration that the automobile season is over and the cars are jacked up for the winter.

Time has wrought many important changes in the construction of automobiles and almost all of the annoyances which formerly confronted the man who drove an automobile during the winter months have been done away with. Automobiles are not so delicate in construction, nor so easily disjuncted as they were several years ago. Each year improved models have been marketed until now the automobile is a permanent factor in every day life and is a definite, known, quantity.

Manufacturers of today know that their products may be put to most unheated tests and they know also that their very success depends upon building cars which will stand up under most unfavorable conditions. They realize that they are no longer building novelties. The automobile industry has passed that stage. Automobiles are now a necessity and every effort has been made to make a product which will stand usage every day of the year, winter and summer.

Electric starting devices which eliminate the old hand crank have been provided. Lighting systems which really provide illumination have been installed. Oiling systems have been perfected. Tire changing has been reduced to a mere detail such as hooking a tug on a harness. Anti-freezing solutions do away with the old radiator trouble. Thus one might go on indefinitely citing the many improvements which have made motoring possible and practical under the most severe weather conditions.

Last but not least comes the supreme achievement, the building of bodies which can almost instantly be converted to a closed car from an open car or vice versa. This came as a final completion of the products which are practical, pleasurable conveyances under all conditions.

The perfection of the mechanical details made the automobile a sure and safe means of transportation and a most pleasant mode of travel under favorable weather conditions, but left the comfort of the motorist to his own devices when weather conditions were unfavorable. The new models designed for winter and summer use provide for every detail of comfort and make motoring a pleasure and a convenience at all times. Then why will Nebraskans put up their cars in the winter? Why will they not use automobiles as they are used in other localities? Why not adopt the fashions of other cities where automobiles are in constant use? Use the automobile to make calls, for shopping, for transportation to and from the theaters. Why not travel in style and comfort when such adequate means are provided?

Bear in mind the fact that in nine cases out of ten your car will stand the winter weather just as well as did the old horse and buggy. Bear in mind the fact that manufacturers are designing cars for that very occasion and that your car can be equipped with a winter top if you please at a comparatively small cost.

Smith Confident the Touring Sedan Has Come to Stay

"The new Hudson touring sedan model," says Guy L. Smith, "bids fair even to surpass in popularity the famous Hudson cabriolet which scored such a gratifying success."

"Long before we were able to deliver a car of this type we were flooded with inquiries."

"Many orders were placed merely on the little advance information that became public."

"It is becoming apparent that the scheduled production of this attractive model will fall far short of filling all orders."

"The touring sedan is novel, yet in no wise experimental or untried. There have been several cars in active use over many thousands of miles. Thus all features have been perfected and refined until we have now reached a point where we offer the car to the public with absolute confidence in its quality."

"The touring sedan in my judgment is the car de luxe, and in time to come will be the most popular model of all. This style of car is new to our territory, and, of course, must go through the criticism stage, but winter driving is growing to be very popular, and this type of car provides an enclosed body for those who want both a winter and summer car in one. It is built upon very logical and practical lines and is bound to gain in popularity."

Overland Company Makes Big Contract

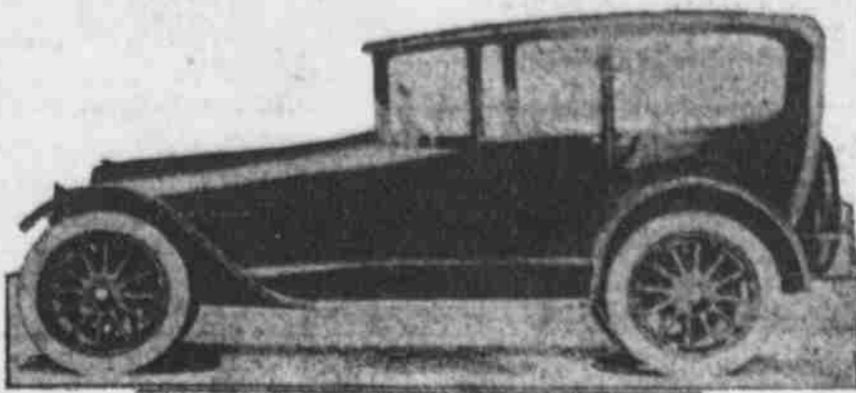
What is declared to be the largest industrial contract for electric power ever given to a central station, was placed recently by the Willy-Overland of Toledo. When the contract is completed, the generating company will be able to furnish the equivalent of 60,000 horsepower of electric current.

Electrical engineers figuring on the work declared that this power is fully as great as that required for lighting a city of half a million inhabitants.

Five great power cables will be required to transmit this tremendous amount of current. Two of the cables were completed about a year ago. They are four and a half miles long, each carrying 3,000 volts, which is the highest voltage ever carried by an underground cable.

The cables hardly were in operation before the phenomenally rapid growth of the Overland plant made it necessary to install a third. This has just been completed and its final tests have attracted the attention of cable manufacturers in all parts of the country.

Mitchell Winter and Summer Car



Heard At the Omaha Automobile Club

Hitting the Laps.

Judge Stewart of Lincoln last week refused to instruct a jury for damages in a suit brought by George Shostrom of Gothenburg because Shostrom was running an automobile without a 1915 license. In other words he was trespassing on public property. Shostrom was driving between Milford and Lincoln and ran off a bridge. At the time of the accident he was running on the asterisk number of the Omaha firm from whom he purchased the automobile. Judge Stewart refused to instruct for damages, but intimated that he would let that point be settled by the state supreme court. This point has never been ruled upon in Nebraska, but in many other states the supreme court has upheld the instructions of the judge for no damages because of the fact that the plaintiff was running an automobile without a license. Omaha motorists who are running cars without 1915 registrations should take the tip and see to it that their car is equipped without delay.

Marking the Roads.

Motorists of Omaha who have traveled over the highways around Omaha for a distance of forty miles can vouch for the statement that the club's sign car has certainly been busy. We intend to network the immediate vicinity with good signs which will give the traveler exact knowledge of his location, so that it will be a genuine pleasure to take a trip into the country. With well marked roads, such as the club has systematized, the motorist does not have to spend half his time inquiring the way. The sign car will shortly be put on a three or four weeks' campaign placing a few hundred more needed signs on the main highways and on interesting side trips that take the motorist to exceptionally fine view points. The sign car has traveled about 5,000 miles this year in placing signs and used nearly 2,000 feet of board in making signs.

High Road to Blair.

One of the prettiest roads around Omaha is the high road to Blair, and there is a very small per cent of the motorists of Omaha who have traveled this route. The club sign car will mark this route Sunday.

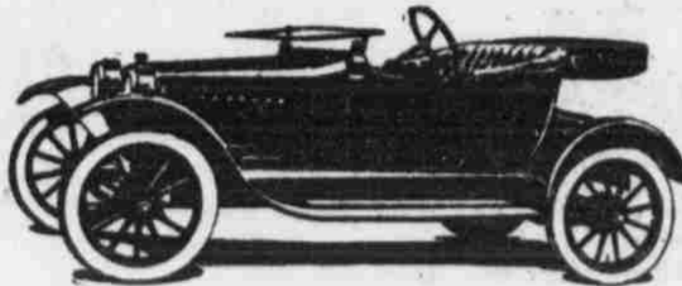
Unjust Arrests.

While the club is keen for the rigid enforcement of the traffic law relative to speeding, there have come instances to our notice of unjust arrests in the surrounding small towns. Reports state that many arrests have been made where motorists have been plodding along at a twelve and thirteen-mile rate by over-ambitious constables, who have their eyes more on Uncle Sam's dollar than on the theme of justice. Such unjust cases will be taken up by the club upon proper reporting.

Warning.

Commissioner Best warns the motorists who have formed the habit of speeding on the recently graded stretches on the Lincoln highway and the Military road out of Benson that special officers will be placed along the route to arrest all offenders.

SAXON ROADSTER \$395



Don't waste time walking

Your time is worth money—and the Saxon Roadster enables you to go from place to place quickly and cheaply—multiplies the number of things you can accomplish in a day. In this sense it is not a luxury but a sound business investment with real profit-earning power.

The Saxon Roadster costs only \$395 and stays good for years because it is well designed and honestly built. It costs little to run—you can get 30 miles on a gallon of gasoline and 100 to 150 miles on a quart of oil.

In design and construction Saxon Roadster is absolutely modern and up-to-date—powerful high speed motor; three-speed transmission; dry plate clutch; Timken axles; vanadium steel cantilever springs; honey-comb radiator; genuine streamline body, roomy and comfortable. No other car under \$400 gives you these modern features. (Electric starting and lighting, \$50 extra.)

Come in and let us show you what the powerful, handsome, speedy, economical Saxon Roadster will do for you.

"Four" Roadster \$395 "Six" Touring Car \$ 95
With detachable top
Coupe top 455 Limousine top 935
Delivery Car 395 "Six" Roadster 785



Noyes-Killy Motor Co.

Distributors.
2066 Farnam Street. Phone Douglas 8646.
We Have a Very Attractive Dealer's Proposition.

(119)

Weather No Longer Hinders Motor Car

"The cost of all-year driving," says J. T. Stewart of the Mitchell Motor company, "has been so materially reduced by the introduction of the new Mitchell demountable sedan top that motor car owners are coming to 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

six of '16' can be converted into a luxurious enclosed car, suitable for winter use, will mean a material increase in the winter use of cars."

"The price of \$165 for the detachable winter sedan top can be better appreciated when it is remembered that an outlay of from \$400 to \$700 was formerly required to obtain a car of the enclosed type."

"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."

A 3 TO 1 FAVORITE OVER ANY OTHER ROLLER BEARING FOR AUTOMOBILES



HYATT QUIET ROLLER BEARINGS

Stock Model Saxon Wins Race from Big Field of Speed Cars

The possibilities of six-cylinder cars in automobile racing were proved by the Saxon "six" driven by M. A. Croker, which captured first honors in a fifteen-mile free-for-all race round a half-mile dirt track at Waterloo, Ia. This Saxon competed against seventeen other cars of four-six and eight-cylinder types. With two exceptions the competing cars were specially built for racing, while the winning Saxon was a stock model. The distance of fifteen miles was covered in seventeen minutes and twelve seconds, conceded to be remarkably fast time on a half-mile dirt track circuit.

For the greater part of the race several of the flyers were closely bunched. Two miles from the finish Croker, who had been holding back, stepped on the throttle and gradually passed one after another until he forged into the lead. From then on to the finish his Saxon "six" was never headed and finished with the advantage of a comfortable margin.

Allen Car Makes Two Trips Across Country in Year

Carl Changstrom, manager of the Standard Motor Car company, received a call last week from a man who has made two trips from New York City to San Francisco in an Allen model 34.

E. B. Lowenberg, who has made the trip, is a salesman for an automobile vernish concern and his territory ranges from coast to coast. He completed his trip from San Francisco to Omaha in three weeks, stopping at many towns enroute.

The first trip was made over the Santa Fe and Borderland route, but the recent trip, which brought Lowenberg to Omaha, was made over the Lincoln highway. His speedometer registers 18,000 miles.

Cut in Price for the Marion Auto

The Fred C. Huffman Motor Car company was elated over an announcement received from the Mutual Motors company last week to the effect that the price of the popular Marion light six had been reduced from \$1,195 to \$1,095. "At the former price the Marion was developing into a mighty strong seller," said Mr. Huffman, "and at this new price we think the Marion will without question be one of the strongest lines shown in Omaha. We feel fortunate, indeed, to have accumulated some stock before this price reduction was announced."

JONES-OPPER CO. HAS TAKEN OVER JEFFERY LINE

Announcement was made Friday that the Jones-Opper company, now distributors for the Reo Motor company, have included in their line the Jeffery pleasure cars. They will handle the sales of Jeffery cars in the state of Nebraska and the western part of Iowa.

"No new Jeffery models will be announced," says J. M. Opper. "We will handle the regular line of standard Jeffery pleasure cars."

A Supreme Factory Achievement

"How is it possible to offer so much value for \$1250?" is the question everyone asks when they see the Mitchell Six of '16. This car is not a little six—it is a magnificent car of long wheel base and sweeping lines.

\$1250

The Mitchell Six "THE SIX OF '16"

This value is possible because of its simplicity of design—the Bate two unit construction—and because every part is built at the great 45-acre Mitchell factory under one engineering supervision.

Study This Mitchell—You'll Long to Drive It
Drive This Mitchell—You're Sure to Own It

125-inch wheel base; 42 horse power; large tires, anti-skid rear; Bate two unit system, with Bate cantilever springs; chrome vanadium steel construction; oversize body; ten-inch upholstery. With seven-passenger body \$35.00 extra.

"THE SIX OF '16" is now being shown by Mitchell dealers everywhere. Description booklet on request.

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

Our dealer proposition is most attractive—write us
Over Eighty Years of Faithful Service to the American Public

Mitchell Motor Co.

2054 Farnam Street Omaha, Nebraska