

NEW CHALMERS IS CALLED SENSATION

W. L. Huffman, Agent in Omaha Declares New Six Model is Creating Enthusiasm All Over.

DEALERS CLOSE CONTRACTS

"The new Chalmers six-30," says W. L. Huffman, "is the one big sensation of the season. It has been a long time since any announcement has caused so much enthusiasm among dealers. Our dealers have been coming in in swarms to close contracts for the new cars and we are more than satisfied with the new arrangement. Our new model is open to inspection and we welcome all comers."

"Reports are coming in from all parts of the country regarding the new model," says Huffman, "and the following information received from the Chalmers factory indicates a nation wide enthusiasm:

"Manager George Stowe of the New York branch wired that over 400 people called at the Broadway salesrooms when the first six-30 demonstrator arrived in the city. Fourteen sales were recorded in the first five hours and it has been necessary to keep the salesrooms open at night in order to accommodate the many visitors. Mr. Stowe states that the New York allotment of 1,650 cars will prove entirely inadequate for the next six months."

"From Cleveland, J. H. Greenwald, Chalmers dealer, wires the factory that an average of 200 visitors per day for the last week, have filed into his establishment to obtain a glimpse of the latest Chalmers model. Sixteen sales were made in the first two days. Two hundred people thronged the Boston salesrooms of Harry Pyke and many sales were made. The Standard Motor Car company, Dayton, O., dealers, wired that 400 visitors examined the car on the first day of exhibition in the Ohio city."

"Although there is considerable enthusiasm regarding the new Chalmers," says W. L. Huffman, "there are still numerous Hupmobile buyers and we do not want anyone to think we have neglected the Hup. We will push it just as hard as ever."

G. L. Dingman, Chalmers representative in Sioux City, Ia., is in Omaha waiting to drive a new Chalmers home.

Bert Murphy returned last Sunday from the Dodge Bros. and Paige factories and reports the factories are working night and day in order to fill the orders placed for cars. The Paige factory has doubled its capacity and has already started work in its new buildings.

Harry Lauder Rides In Saxon Decorated In Plaid Colors

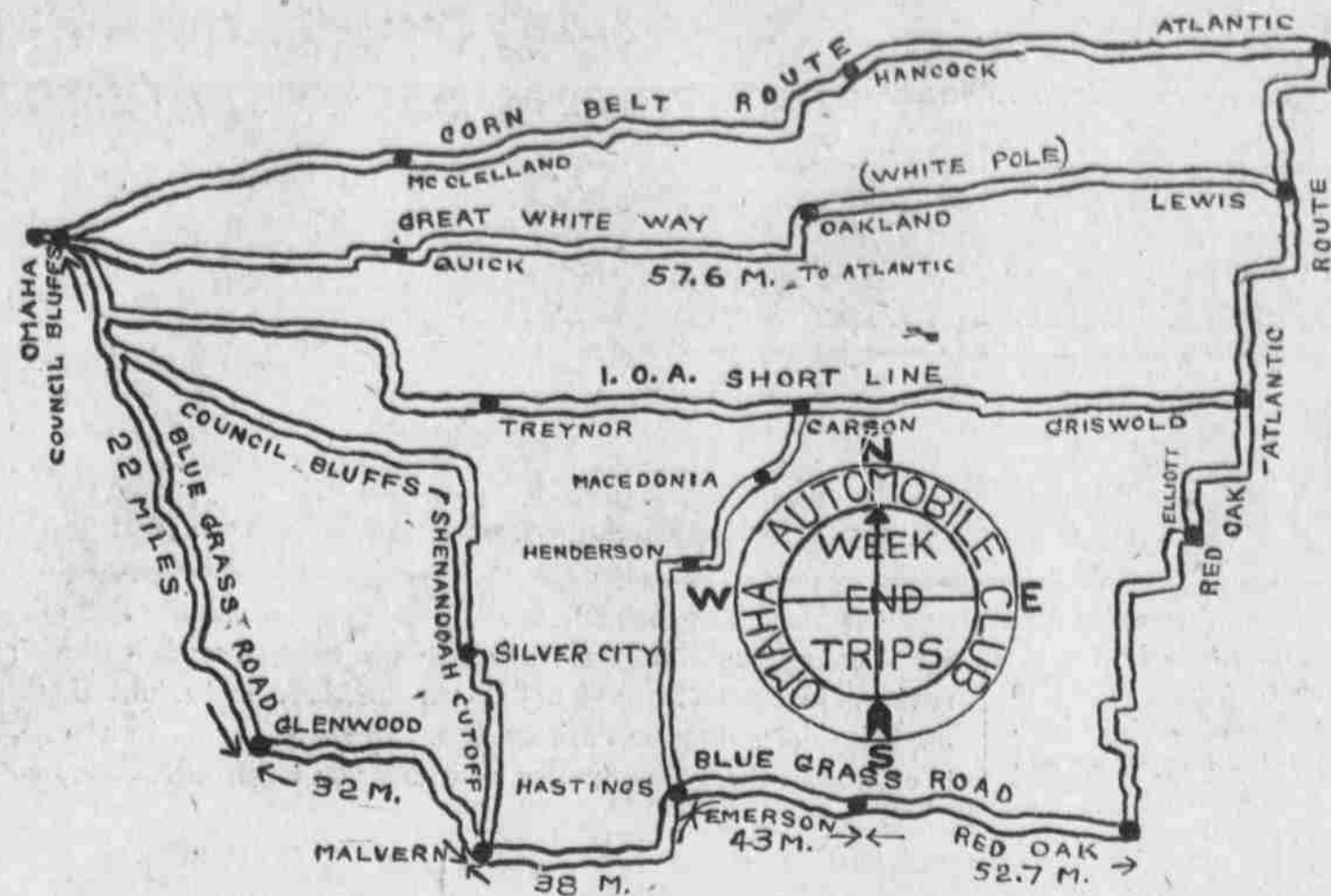
Harry Lauder's return to New York recently from across the water was an auspicious event, and a Saxon "Six" touring car, painted in a Scotch plaid effect, helped to make it so.

Upon his arrival in Gotham, Mr. Lauder was met by a band of Scotch Kitties and the unique Saxon car. After the reception to him and Mrs. Lauder at the pier, he piled into the machine and was escorted by the Scotch delegation across town, thence up and down Fifth avenue and Broadway.

It is estimated that 100,000 people witnessed the parade along New York's two most popular thoroughfares. Lauder said he was more impressed, however, with the ride than with the size of the cheering crowds, and, after it was all over, he sat down and penned the following:

"I could say much in favor of the Saxon car, but brevity is the soul of wit. Ye have in the Saxon car something to suit the folk. It is really a grand article—runs as steady and sound as a rock."

Excellent Roads on Four Fine Iowa Trails



A very pretty loop can be made by taking the Blue Grass road to Glenwood and Malvern and Hastings, and then north through Henderson and Macedonia to Carson, where you strike the Short Line, which takes you back to Council Bluffs. The trip to Glenwood, along the Iowa bluffs, is without a peer in this part of the country. You can prolong this

trip by pushing on east to Emerson and Red Oak, north through Elliott to Griswold, and then back over the Short Line. Another loop is to Glenwood, then west to Pacific Junction and over the river road through Polson into Council Bluffs. Or you can take the White Pole road to either Oakland or Lewis, drop south to the Short Line, and in; or, further,

you can go north from Oakland or Lewis to Atlantic and back home over the Corn Belt route.

With an early start you can make the entire loop; either south via the Blue Grass and then up to the Corn Belt, or east on the latter and home on the former.

Another way would be to travel on all

four roads by dropping down to the next route at any of the intersecting towns or crossroads.

The Omaha motorist who has never been over the Blue Grass to Glenwood has missed the prettiest of motor trips. After taking this week-end motor over to the Omaha Automobile club and sign an application blank.

Trips mapped out by the Omaha Automobile club for the use of its members when making short tours into Iowa. A splendid choice of routes is here given to Atlantic on the north and Malvern and Red Oak on the south.



COMES WITH **HYATT QUIET BEARINGS** IN YOUR CAR

Heard At the Omaha Automobile Club

All members of the Omaha Automobile club are requested to attend the annual meeting of the club on Tuesday evening, at 8, in the club room, Hotel Fontenelle. The club has secured a splendid increase in membership this year, and every member should feel it his duty to attend the annual and hear of the progress. The Omaha Automobile club is now counted one of the strongest automobile clubs of the country, and one of the very few which support a sign car for the marking of roads.

Use Snow for Water.

T. S. Hill, of Whitehall, Montana, touring overland, stopped off at Omaha and told the assistant secretary of the club that he was forced to use snow in his radiator instead of water when traveling from Sheridan, Wyo., down to Casper. He ran into nine inches of snow and for nearly thirty-five miles saw no living thing. Hill says that the Yellowstone trail is going to be the most beautiful highway in the country. From Butte to Miles City the old sheep herders' log huts along the way have been fixed up with stoves and coffee pots for the accommodation of tourists who wish to camp along the way.

Total Road Signs Placed.

The sign car has placed, to date, 1,620 signs. This is one of the important features of the club work and one that is much appreciated.

Auto Now Popular as Christmas Gift

"On account of the new wide-spread and sensible popularity of winter driving, automobiles will be prominent in

Motorists Should Care for Batteries During the Winter

Santa Claus's pack this Christmas," says H. S. Daniels of the Kissel-Kar. "Many who had thought to buy a car next spring are seeing the wisdom of hastening the purchase and giving their families the great benefit and comfort of a closed car. The All-Year car, an innovation of Kissel's, has made this possible without owning two cars. The All-Year car has certainly added much to the utility and economy of motoring."

The Willard Storage Battery company of Cleveland is conducting an interesting campaign in many important cities in

order to tell car owners of motor cars everywhere that they should take better care of their batteries in winter in order to keep the starting and lighting of their cars up to par.

The Willard company's service station in this city is located at Nebraska Storage Batteries company, 233 Farnam street, where any who are interested may obtain copies of the pamphlet.



Mitchell
"THE SIX of '16"
\$1250

The best argument for "THE SIX of '16" is the car itself. Every Mitchell SIX of '16 delivered creates an enthusiasm that sells another — often three or four.

People see it in the stream of traffic (running 24 miles an hour on high) on the open road at any speed from 25 to 50 miles an hour, or standing alongside the curb. They instinctively turn to look — examine.

This luxurious car is not a little six cut down in size to meet a price. It is a real car with a powerful flexible, economical motor, and long 125-inch wheelbase.

Weights 2025 lbs., and goes from 15 to 18 miles on a gallon of gas; Bate two-unit, three-point construction and Bate Cantilever Springs smooth out the roughest roads and make riding a real pleasure.

Three-Passenger Roadster **\$1250**
Five-Passenger Touring Car
Seven-Passenger Body \$35 extra. Demountable Sedan Top—making all year round Car—\$165 extra.
All Prices F. O. B. Racine

Prompt deliveries are now being made by Mitchell dealers everywhere. There is one in your town. Ask for a demonstration.



Mitchell-Lewis Motor Co.
RACINE, WISCONSIN, U. S. A.

MITCHELL MOTOR CO., OMAHA, NEB.

Willard

Good News

No reason to worry about starting and lighting this winter. Willard Service eliminates worry on your part. Put it up to us.

Nebraska Storage Battery Co., 2208 Farnam St. Tel. Doug. 5192

Free inspection of any battery at any time

THE Allen

Has Westinghouse Electric System

The arrangement of the instrument board is convenient and good looking. Other specifications are:

- 3 3/4 x 5 inch Allen-Sommer Motor, 37 H. P.
- 4 cylinders cast in bloc.
- High power plant
- Westinghouse electric starting and lighting system
- Gas tank at rear; vacuum hood
- Full floating rear axle, pressed steel housing.
- 219 inch wheelbase, 55 inch underbody rear springs.
- Front end demountable since with one extra.
- Weight of car is 2300 pounds.

Standard Motor Car Co.
CARL CHANGSTROM, Mgr.
2010 Farnam St. Phone Doug. 1705.
Factory Address: THE ALLEN MOTOR CO., FOSTER, OHIO

\$795
EQUIPPED

