

DODGE BROTHERS AMONG FIRST SIX

Detroit Concern Climbs to This Prominent Position in Auto World in But One Year's Time.

PLANT COVERS SIXTY ACRES

New buildings under construction at the plant of Dodge Brothers, Detroit, will bring the total amount of floor space to approximately sixty and one-half acres. This will make the establishment one of the largest motor car plants in the world.

The buildings are of steel, concrete and brick, and constructed along latest engineering plans with ample light and ventilation.

Few people have realized the immensity of the institution of Dodge Brothers. Although the first Dodge Brothers car was turned out only last December, and actual deliveries to owners started in January, the concern now ranks among the first six in automobile production.

More than \$5,000,000 worth of cars have already been delivered and a large production is scheduled for next year.

Some idea of the magnitude of the business can be gained from the following figures:

An average of 100 car loads of material and supplies are received daily. More than 40 tons of coal are required in generating the steam used in the plant and 1,500 gallons of fuel oil are used in the heat treating and drop forge departments. About 25,000 pounds of steel are fabricated into parts each day and the foundries handle thirty-five tons of pig iron, 30,000 pounds of brass and 1,000 pounds of aluminum.

A striking feature of this immense enterprise is that the business is owned entirely by John F. and Horace E. Dodge. This is very impressive when it is known that only fourteen years ago Dodge Brothers opened their first machine shop in Detroit in which they employed eleven men and both worked at machine and bench themselves.

They early established a reputation for quality work in the making of automobile parts and built up a wonderful business in this line. But in 1914 they brought all their contracts for parts to a termination and turned their great facilities to the making of Dodge Brothers motor cars.

Cadillac-Eight Has No Fear for Coldest Months

Every motorist who operates his car in winter knows the annoyance of the "warming up" period which must follow starting the engine after it has stood overnight in a cold garage or for several hours on the street. So the device on the Cadillac Eight which facilitates warming up is of interest to all motorists.

This device exercises a thermostatic control over the fluid in the cooling system and, like many other motor car developments, was inaugurated by the Cadillac company. The thermostats, of which there are two—one for each block of cylinders—operate in connection with valves which open and close as the thermostats expand and contract with heat and cold.

When the engine and radiator are cold, the valves are closed and the water in the radiator is practically cut off from that in the water jackets of the cylinders. After the engine is started, the liquid surrounding the cylinder rises in temperature and the thermostat valves open slowly. Without the thermostat, all the liquid in the cooling system would have to be heated before the engine would run well, whereas with the thermostats, only a small quantity has to be warmed at the outset, and the thermostat valves admit the water from the radiator as the temperature of the fluid rises.

The device is wholly automatic in its action. It enables the engine to reach its highest efficiency much more quickly than would be possible if it were necessary to heat the entire volume of circulating fluid before that efficiency were obtained.

Storage Room in New Pierce Cars

In the series four Pierce-Arrow models the discriminating observer will note the care with which the comfort and convenience of the user has been considered. The provision of ample storage room is a typical instance.

In the back of each front seat there is a recess or compartment, the door of which is almost unnoticeable.

As the compartments are provided with doors that lock, articles of value may be safely left in them even when leaving the car.

The left front door of each touring car also has a compartment with a door on the inside which locks. This compartment is arranged to receive the tools which were formerly kept in the compartment in the dash.

Auto Expert Buys an Allen Machine

O. D. Davidson, associate editor and automobile expert of the Twentieth Century Farmer, after looking over all the different cars in competition with the Allen, finally decided on and bought an Allen for his own use.

Mr. Davidson just secured his car from the Standard Motor Car company of Omaha, which distributes Allen cars in the states of Nebraska.

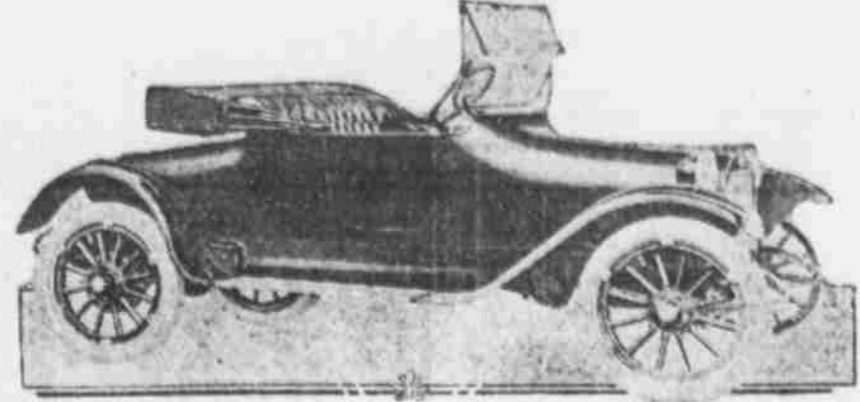
HUDSON SUPER-SIX IS GIVEN SEVERE TEST

Beats exhaustive tests, the super-six, the latest creation of the Hudson Motor Car company, was given thousands of miles of road and track trials before it was offered to the public. First it was driven 1,000 miles from Denver to San Francisco and return. In this journey it plowed through mud roads, through desert roads, through snow and over mountains. On the Sheshead Bay speedway it did something like 1,500 miles, of which more than 1,300 were at a speed of seventy miles an hour or better.

See Want Ads Bring Results. Then He Lets. He was telling about all the things he owned his prize bulldog, his bungalow, his touring car.

But you don't seem interested," he complained. "Yes, I am," responded the other chap. "You what. You just mail me a statement of your assets and I'll read it with all the admiration and awe you could possibly desire."—Louisville Courier-Journal.

Dodge Roadster Shows Class



Paige Company to Stick Exclusively To Six Cylinders

On general policy the Paige-Detroit Motor Car company stands pat for the new season in spite of all exceptional conditions in the la or material market, and unmoved by tendencies here and there to experiment with fancies in design and mechanics.

The Paige claim of a resounding hit in the field of sixes seems justified in view of the popularity of this car and the fact that six months ago rapidly expanding business compelled the erection of large additions to the new factory that had just been entered, and preparations for new manufacturing methods and greater supplies of material.

The Paige is confining itself exclusively to the six field, in which it has made its overwhelming success, and this company opens the year 1916 with two models, the five-passenger six "45," selling for \$1,650, and the seven-passenger six "56," selling for \$1,250. For the latter chassis, however, there are several additional body styles—the "couleur" at \$1,600, the coupe at \$1,700, the sedan at \$1,800 and the town car at \$2,350, also a limousine coach to be added. This is the Paige line and the company's exhibits at all automobile shows for the year will be based on these models and body styles. The announcement is also made that the company has figured on a production of about 20,000 cars and is guaranteeing its 1,500 dealers immediate deliveries.

Steers Car by Two Bits of Ribbon Tied To the Pilot Wheel

The story of a new kind of automobile demonstration has just arrived from Oklahoma City. The new demonstration was originated by W. W. Land, manager of the Oklahoma Motor Sales company, who wished to make a graphic showing of the easy steering qualities of the Jeffery car. He did so by fastening a piece of ribbon about ten feet long to each side of the steering wheel and running them back over the front seat. Mr. Land sat in the rear seat and drove the car through the downtown business section, where hundreds of people were attracted at his novel plan of driving and were surprised how easily this car was operated.

Rube and Rhubarb. A deputy sheriff who was in Louisville to take back a prisoner told this story to the jailer in his town. The jailer, although a well-meaning man, is illiterate and spelling is a trifle difficult for him. One day last spring, pencil and paper in hand, he went through the jail to get suggestions from the inmates as to changes in the dietary.

"We would like to have some rhubarb," suggested one prisoner.

"You may have it," replied the jailer, who then commenced trying to record the request. He began "ru, hastily abandoned that for 'reu,' and then put 'rou' and 'rhu' successively. Thoroughly exasperated at last, he fiercely exclaimed: "Rhubarb be hanged! You'll get cabbage."—Louisville Times.

Pullman Car Holds Crowds at Booth at the Big Auto Show

The Pullman car is attracting much attention at the Auto show. It is built on a standard chassis for all models and is strong and durable. The bodies are graceful and attractive in design. They are the roomiest in the market and, like the Pullman coaches, are made to ride in with the greatest comfort—always plenty of leg space.

Features that are generally seen on cars that cost \$2,000 are to be found in the Pullman. The Coupe De Luxe has been given a personal touch. It is unusual in design. Its interior is but another luxurious room in your own home. The C-11 magnetic gear shift insures safety in control and delightful ease of operation—no tugging at an awkward gear shift lever, merely the touch of a button to change speeds. It is a tailored car to answer.

Unlike the regular touring car, this body does not have a belt around the upper part, though the top edge rounds in like the five and seven-passenger cars. This is a car that will especially appeal to the man who wants to do his own driving. The seats are lowered and the rake of the steering wheel is about the same as on the standard runabout. The whole effect is of low-built, graceful, dashing composition of most advanced and striking type. It has a lot of life and high class sportsmanship, but every detail is restrained by the good taste characteristic of Pierce-Arrow methods.

The Cosack's Plan. It is said that after the great Turkish defeat at Sarikamish, a Russian officer met a party of 500 captured Turks being brought in by fifteen smiling Cosacks. There was something obviously the matter with the prisoners, their hands were all mysteriously occupied.

The officer hailed the Cosack in charge and asked: "Have you got a dancing class there, or what?"

The Cosack grinned more broadly and replied: "Well, you see, excellency, there's more than 500 of them, and only fifteen of us, so there was a chance they might be up to something if we weren't careful. So before we started we went round and cut off all their hooks, belts and trouser buttons. Now they've got their hands full and it's up to us to use their trying to bolt."—London Mail.

WHEAT PRICES DROP AND CORN MOVES UP

Omaha grain receipts were heavy, but the market on wheat was bad, prices being down 1 to 2 cents, due to the inability to get shipments out of seaboard ports. The receipts were 125 carloads, selling at \$1.00 1/2 per bushel.

The better grades of corn were strong and as much as 2 cents higher, while those that were off on account of dampness were unchanged. Fair to good corn sold all the way between 40 and 60 cents per bushel, with the off stuff selling as low as 30 cents. Receipts were 110 carloads.

Oats were 1/4 a cent up, selling at 37 to 44 cents per bushel. The receipts were forty-two carloads.

Mayer Breaks Thumb. Wally Mayer of the White Sox broke his thumb in a basket ball game last week.

Be Pretty! Turn Gray Hair Dark

Look young! Nobody can tell if you use Grandmother's simple recipe of Sage Tea and Sulphur.

Almost everyone knows that Sage Tea and Sulphur, properly compounded, brings back the natural color and lustre to the hair when faded, streaked or gray; also ends dandruff, itching scalp and stops falling hair. Years ago the only way to get this mixture was to make it at home, which is messy and troublesome. Nowadays, by asking at any drug store for "Wyeth's Sage and Sulphur Compound," you will get a large bottle of this famous old recipe for about 50 cents.

Don't stay gray! Try it! No one can possibly tell that you darkened your hair, as it does it so naturally and evenly. You dampen a sponge or soft brush with it and draw this through your hair, taking one small strand at a time; by morning the gray hair disappears, and after another application or two, your hair becomes beautifully dark, thick and glossy.—Advertisement.

Cole-Eight Motor Gets Interest of English Engineer

The wide-spread interest created throughout England by the recent publication in "The Motor," England's foremost motor car magazine, of the address on the eight-cylinder engine, delivered by Charles S. Crawford, chief engineer of the Cole Motor Car company, before a meeting of the Indiana section of the Society of Automobile Engineers, has been responsible for the purchase of one of the new Cole-eights by R. A. Rothmel, one of Lincoln's best known mechanical and automobile experts.

"With regard to the extracts from a paper read by Charles S. Crawford, chief engineer of the Cole Motor Car company, on the Cole 'Eight,' which recently appeared in The Motor, states the British magazine in its editorial columns, 'we are informed that one of these cars has been delivered by R. A. Rothmel and is expected to be on view at No. 6, Great Marlborough street, W. Mr. Rothmel will be glad to show the car to any of our readers who are interested in eight-cylinder construction.'

As an example of eight-cylinder production, the Cole 'Eight' holds the field. It was one of the first two eight-cylinder cars built in this country, and its remarkable road work at once stamped it as one of the most powerful and efficient cars that had ever been produced in America.

"We attribute the success of our product," said Low Traynor of Omaha, local dealer of the Cole Motor Car company, "to our process of standardized motor car building—a system which is now predominant in the industry. We were the first to employ it and in the seven years that the Cole company has devoted to the building of quality cars, it has meant a steady growth and improvement in our business, both from the standpoint of sales and production.

"And another thing—by standardizing our product we have been able to place within the means of many, a car that, if manufactured elsewhere, would be the privilege of only a few."

Mitchell Heads in Omaha Are Given a Dinner by Stewart

The Mitchell Motor company gave a banquet to seventy-five dealers at the Omaha club at noon. A number of the head men of the Mitchell company are in Omaha and they are entertaining the dealers who are in Omaha to attend the show.

Among the notables here are John W. Bates, chief engineer and vice president; O. C. Friend, general sales manager; F. W. Felton, president; G. W. Hipple, merchandise counsel. All of these men made talks at the banquet which developed into a "Mitchell" celebration.

Dick Stewart, local distributor for Mitchell cars, is one of the happiest boys in town this week. Having the heads of his company here and giving a spread to the dealers besides attracting a lot of attention at the show is keeping him going all the time.

American Colonies In War-Swept Lands Honor Washington

PARIS, Feb. 22.—Upward of 100 Americans dined tonight with a number of distinguished Frenchmen and their guests on the occasion of Washington's birthday. The French government was represented by Denis Cochin, member of the cabinet without portfolio and who is known as the great citizen of Paris. The foreign office was represented by Count Peretta De La Rocca, former secretary of the French embassy at Washington.

LONDON, Feb. 22.—The celebration of Washington's birthday by the American colony in London has been under the auspices of the American Navy league since the formation of the English branch of that society.

One hundred Americans, including all the American officials, representatives here, gathered at the league's tenth annual dinner tonight. All the speeches dealt with the question of preparedness.

High Grade Sixes

Continental Motors

Delco Starters Standardized Throughout

Up-to-the-Minute in Design

Models 6-44, \$1,475
Models 6-30, \$1,195

Attractive Dealers' and Distributors' Proposition

Mr. C. E. Ensley of the Moon Motor Car Co. is in Omaha during the show and can be found at the Fontenelle Hotel. Call and see him or telephone for an appointment.

Moon Motor Car Co.

ST. LOUIS

ENCOURAGING THE EMPLOYEE

We feel sure that the best service is only to be had when fidelity and loyalty are reciprocal in employer and employee.

It is our purpose to pay employees sufficient compensation to secure their best services and so they may live in as comfortable circumstances as the men and women engaged in other lines of work.

We strive to assist worthy employees to accumulate by making it easy for them to acquire a financial interest in the business. Nearly half of all the men employed by this company are stockholders in the company.

We have endeavored to keep our working quarters sanitary and comfortable, for without such conditions the best work would not be possible.

With no expense to the employees, we provide for sickness, disability, injury, old age and death in a broader spirit than any corporation or government.

To make for the highest efficiency in our personnel, we rigidly enforce the principle of advancement dependent upon integrity, ability and meritorious work alone.

NEBRASKA TELEPHONE COMPANY

DODGE BROTHERS CLOSED CAR

As the thermometer shifts you can change from a cold to a warm weather car—or back again.

Suppose you have a very warm week, as in the early days of spring last year. Take off the side panels. If the temperature drops sharply—put them on again.

The tire mileage is unusually high

The price of the Closed Touring Car or Roadster complete, including regular mohair top, is \$950 (f. o. b. Detroit.)

The price of the Touring Car or Roadster complete is \$785 (f. o. b. Detroit.)

It will be well worth your while to examine this car at the Show

MURPHY-OBRIEN AUTO CO.,

Tyler 123. 1814-16-18 Farnam St

We've found that cheap lubricants are the most expensive in the end

They are sure to cause engine troubles, repair bills and general dissatisfaction. We recommend Veedol, because we know that it is the most highly refined, thoroughly filtered paraffine base lubricant on the market.

Platt & Washburn Refining Company

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Meet Us at Fontenelle Hotel.

AT ALL ACCESSORY DEALERS

Most Modern and Sanitary Brewery in the West.

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