

OMAHA AUTO CLUB IS FOR ROAD BONDS

Sets Forth Reasons for the Passage of the Bonds at the Coming Election.

MEANS HELP TO EVERYONE

The Omaha Automobile club is campaigning along with many other organizations for the road improvement bonds which will be presented for vote at the coming election. The club has set forth the following arguments as to the reason for the passage of the bonds:

"The tax levy will be small, the authorities stating that it will be from 60 to 80 cents on the \$1,000 valuation. A tax that low should not keep any public-spirited citizen from voting for the most progressive step Douglas county has ever taken.

"A permanent road is not an expense. Misinformed and unenlightened citizens persist in considering it as such. A permanent road is a sterling business investment and it cannot be considered in any other light. And furthermore, the interest derived from a general business standpoint as a result of a system of 365 day roads, will more than balance the small tax investment to build it.

"Permanent roads are not an expense, but it is an unpardonable expense to the citizens of Douglas county to throw their good money away on rotters on macadam roads that are beyond repair, and in yearly grading, ditching and dragging dirt roads when a small per cent more in tax will give the county a system of highways the upkeep of which will be practically nothing.

Reasons for the Bonds.

"Why should the Omaha citizen vote for the road bond issue?"

"Because every city dweller is a consumer. Bring the consumer and the producer closer and quicker together by means of a 365 day road and both profit in many ways.

"Because high produce prices are rare when the farmer has to drive in Douglas county.

"Because the city man can extend his field of trade.

"Because property values rise with the advent of permanent roads. Government statistics in hundreds of cases substantiate this fact.

"Because hard roads bring new residents of the county and the city, with a resultant increase in property values and a like decrease in tax.

"Because hard roads bring a general prosperity which helps every citizen, from truck driver to banker.

"Because every city in the United States which has a system of hard roads reaching out into the country has felt the added prosperity, been benefited by the lower produce and food prices, and increased its trade territory.

"Because every county that has passed a road bond issue for highway building is now mighty glad they did."

Auto Owners to Be Protected from Fraud Schemes

INDIANAPOLIS, Ind., March 11.—With a view of helping to eliminate fraudulent schemes devised to mislead owners of automobiles through misleading direct-response advertising, the National Vigilance committee of the Associated Advertising Clubs of the World has announced at national headquarters here that it will cooperate with the American Automobile association which has started a crusade against such practices.

Investigations by Richard H. Lee of Cleveland, chairman of the legislative committee of the American Automobile association, have disclosed a number of "co-operative" organizations which offer members automobile accessories, supplies and tires at ridiculously low prices. Evasion is one of the principal assets of these organizations, according to the information given Mr. Lee.

"The man who advertises a standard make of tire," said Mr. Lee, "to be delivered at a price less than the cost of manufacture is safe if he can and does deliver; but the man who advertises for the fellow who advertises a standard tire at a reduced price and then by a subterfuge, by an evasion, by reference to an unred contract or any other means, delivers something else, the value of which is questionable."

The National Vigilance committee of the Associated Advertising clubs will be aided in this work by the vigilance committee of approximately 16 local advertising clubs in all parts of the United States and Canada.

"The National Vigilance committee of the Associated Advertising Clubs of the World," said Meris Sidener, chairman of the committee, "is interested in building greater confidence in all advertising. Now that the fraud and the faker have been barred from the columns of respectable newspapers and other periodicals, these schemers are using the accommodating postage stamp to circulate their misleading literature. This is an abuse of advertising and an abuse of public confidence which cannot be tolerated. Our committee is glad to join hands with the American Automobile association in the suppression of frauds practiced on automobile owners which have their inception in false and deceptive advertising."

Age is No Bar to Darts of Cupid

(Correspondence of The Associated Press.)

BERLIN, Feb. 2.—Age plays little part in the matrimonial plans of a good many Berliners, according to statistics of the last fiscal year just made public. Eieren of the bridegrooms had not completed their nineteenth year. The oldest bridegroom was 82; a widow who gave her age as "over 77" took as husband a man of 46; one of 61 found her fate in a man of 59, and another of 49 married a man of 21. One bridegroom of 62 took a bride of 17; another of 72 found a 17-year-old wife and a gray beard of 79 married a girl of 21 years. The youngest widow entering upon her second widowhood was just 13 years old.

Appended to the report regarding marriages are reports about divorce and birth. Sixteen marriages were dissolved in less than a year; seventy-four in less than two years and 124 in the third year. Fourteen couples who had already celebrated their silver weddings were parted; two couples were divorced after forty years of married life and one couple after forty-one years.

The surprising feature of the birth record is the large proportion, almost 80 per cent, of illegitimate children.

Salesroom Along Auto Row



Every Third Car To Be Equipped With Goodyear Tires

All of the district managers of the sales organization of the Goodyear Tire and Rubber company, including Joe M. Dine, Omaha branch manager, spent the week at the general offices of the company at Akron, O., reviewing the remarkable strides Goodyear has been making, and planning for the future.

Men in close contact with trade conditions from coast to coast and from the lakes to the golf exchanged experience and ideas, and the consensus of reports is that Goodyear is well embarked on the most successful manufacturing and sales year in Goodyear history.

An interesting development of the conference is the remarkable increase in sales and popularity of Goodyear cord tires. Figures and contracts were shown proving that of the new cars for 1916 which manufacturers are equipping with cord tires, a great many will be equipped with Goodyear cords. Such manufacturers as Packard, Locomobile and Franklin already use Goodyear cords as standard tire equipment, and other contracts, already obtained, are shortly to be announced.

This announcement roused the greatest of enthusiasm among the Goodyear hunters, as it represented even a greater proportion of the manufacturers' business in the cord tire field, than the proportion earlier announced as Goodyear's share of all manufacturers' business for 1916. Goodyear tires of fabric or cord construction, will equip one of every three new cars made this year.

Exposition Chassis is On Display in Omaha

The Cadillac cut-open chassis now on exhibition at the show rooms of the Cadillac company of Nebraska, is a counterpart of the one displayed at the San Francisco exposition, where the company was awarded the medal of honor, the Cadillac being the only car exhibited with a V-type motor.

The chassis proved one of the most attractive features of the automobile division. It was widely commended because of its unusual educational value, affording as it does, an insight into the internal mechanism and its workings—something which the average motorist seldom has the opportunity to see so clearly demonstrated.

Metallurgy Plays Big Part in the Motor Industry

As the result of its power to attract the highest-priced talent in all lines of endeavor, the automobile industry has developed many branches of production science to a far greater degree than had ever been deemed possible.

Metallurgy, a science practiced by every village blacksmith for centuries, has been especially advanced. Many of the hardening and other heat treatments of steel have been brought to a state of versatility and exactness new to all former exponents of the science.

Automobile metallurgists have been able to turn out steel so tough that it could be tied into knots. They have made it so hard that it can be used to cut glass. They have combined a tough core with a hard surface. Now one of them comes forward with a series of operations which make possible a piece of steel tough within and on both sides, but hard on a series of points definitely placed.

The presence in the Maxwell plants of a copper plating device is the key to this situation. The piece on which the operation is performed is the large ring gear which transmits power from the main shaft to the rear wheels. The ring gear comes to the copper plating bath, forged and machined. Before the bath, a workman covers the face of the teeth with a coating of wax. The copper is therefore deposited over the whole gear except the teeth.

GRANT "SIX" MAKES LONG TRIP OVER MOUNTAIN ROADS

The Grant "Six" recently figured in a sensational 245-mile trip over snow-covered mountain roads in Colorado in order that a woman might be at the bedside of her dying husband. Mrs. May Hallinger, accompanied her brother and the driver of the car, made the dash from Longmont to Victor over the worst kind of roads in about ten hours. The Grant "Six" suffered no ill effects from its severe test.

MAKERS ARE RUSHED TO MEET DEMANDS OF BUYERS

"This season probably more than ever before a problem which will confront automobile buyers and dealers more strongly than any other is the question of deliveries from car manufacturers. Basing our judgment on the conditions of last fall as well as indications of early winter, there is going to be a huge de-

mand for cars this spring," says F. A. Babcock, sales manager of the Empire Automobile company.

"Months ago we realized what this condition would be and in order that our dealers might be taken care of and deliveries assured in spring, placed all contracts for materials for immediate delivery."

Mitchell Engineer Is Pioneer in the Automobile Game

Many marvelous stories are weaved around ancient automobiles, those of the earlier days that have survived the years, the wear and tear of hard usage and, not the least by any means, the ever changing modification in construction and styles.

After all, it isn't so much a survival of the fittest insofar as construction and durability is concerned, as it is surviving

the ever changing body styles, also, power modification and equipment in the form of conveniences.

It is always a source of great gratification to the creator of that which is enduring, and the reputation that John W. Bate, chief engineer, and an executive official of the Mitchell-Lewis Motor company of Racine, Wis., has made for himself in the past is being enhanced each ensuing year by the performance of the cars that he brought out for the Mitchell company at the inception of the automobile industry in the early 1890s.

Around New York City almost any day one will see one of his earliest cars in every-day service. This Mitchell was built early in 1903, and a conservative estimate of its mileage is 200,000 miles.

It is interesting to know that the now famous new Mitchell model, "The Six of '16," is the evolution of this old 1903 Mitchell in which John Bate incorporated his famous "Bate two-unit, three-point suspension" construction, and the life of this car, as well as of succeeding Mitchell models of his design, is due in a large part to this form of construction.

Universal Satisfaction has brought Universal Use in Motor Cars

HYATT

Quiet Roller Bearings

Buick

VALVE-IN-HEAD MOTOR CARS

"SIXES EXCLUSIVELY"

A Proven Success

The Buick 1916 Six is not only a success in theory, but has proven a success in practical use. There are now over 40,000 in the hands of satisfied owners.

Buick valve-in-head construction is not merely an idea, but it is a time tried principle, perfected and refined by the world's greatest automobile engineers until today it is conceded the most powerful, flexible, economical and perfectly balanced six-cylinder motor ever produced.

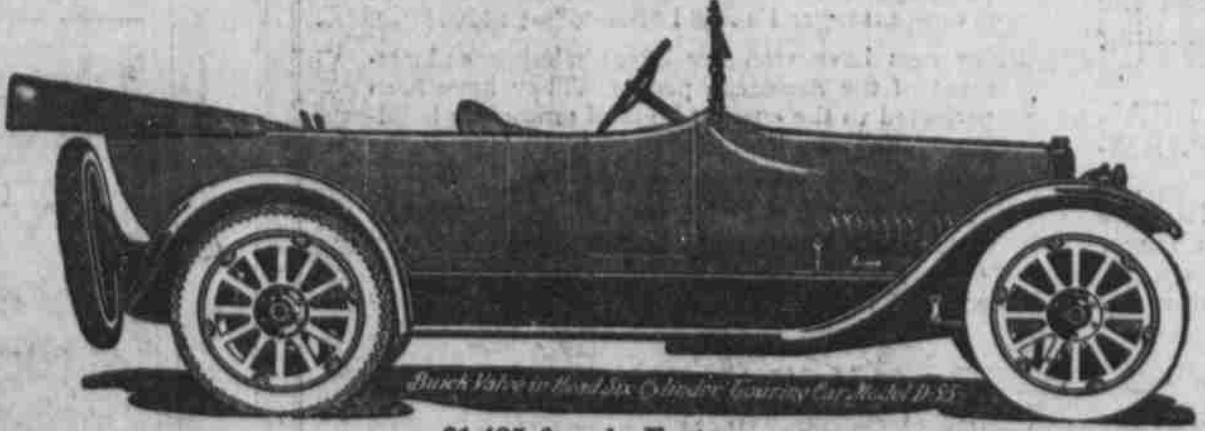
The remainder of the car is correspondingly good. Nothing has been left undone to make it the best automobile value on the market.

Satisfy yourself it is the car you want and "buy it early."

Roadsters and Touring Cars, \$950 to \$1,485, f. o. b. Flint.

Nebraska Buick Auto Co.

OMAHA, Lee Huff, Mgr. LINCOLN, H. E. Sidles, Gen. Mgr. SIOUX CITY, S. C. Douglas, Mgr.



\$1,485 f. o. b. Factory.

REO

Have You Ridden in the New Reo Six?

IF YOU HAVEN'T we think it is not too much to say you have yet to taste the real joys of motoring.

AND WHEN YOU HAVE ridden in this big luxurious equipage—the latest and in some respects, greatest product of Reo experience—you will understand why this car enjoys such a vogue—is so tremendously popular this season.

REO SIX WAS PROCLAIMED the "fashion plate for 1916" by designers generally, from the moment its graceful lines were seen.

AND DOUBTLESS YOU'VE OBSERVED the influence this Sheer Line Reo has exerted on the design of seven passenger cars generally.

BUT YOU MUST SEE IT—must ride in and finally drive it yourself to fully appreciate what a magnificent car and what wonderful value it is at its price.

AND THE CLOSER YOU STUDY the details—the more carefully you enquire into every point of design, of construction, of quality of materials, of equipment and finish—the greater will be your admiration and the deeper your wonderment that it is possible to produce such a car for such a price.

FOR YOU MUST KNOW that this Reo Six is made as only the Reo Folk can make automobiles. It is real inside and out—the Reo Folk do not use substitutes. Real leather in the upholstery and real hair.

BUT THAT STATEMENT is scarcely necessary. For you know the Reo Folk and you know Reo ideals. You know that Reo reputation is built on the most solid of foundations—a good product honestly made and honestly sold and honestly backed up afterward.

SO WHEN WE TELL YOU that this new Reo Six is a Reo from radiator cap to tail-light we have said the most that could be said for any automobile.

AND THERE'S QUANTITY, TOO, if you like to put it that way. This is a big, full-size seven passenger car. Seats seven full grown adults comfortably—luxuriously.

WHEELBASE IS 126 INCHES. But that is increased—or rather the riding qualities are—to much more than it would otherwise amount by the Reo cantilever springs. They enhance the riding qualities of a car immeasurably—especially a big car like this New Reo Six.

BUT, AS WE SAID in the first paragraph, you will have to see and ride in it yourself to fully appreciate. Then remember one thing more:

DEMAND IS TREMENDOUS—always is for Reo cars, but this season more than ever. Only way to get a Reo and be sure of having it for spring delivery is to order well in advance.

NEVER SINCE THE FIRST REO was made and went into the possession of its proud owner has it been possible for us to make enough cars to supply all who wanted Reos.

AND NOTWITHSTANDING the Reo plants have been extended from year to year till they now cover nearly forty acres (39.23 to be exact) still, we cannot supply the full demand.

ON MARCH FIRST there were more orders on file at the Reo factory than at any previous time in Reo history.

IF YOU APPRECIATE the shortage there is going to be. If you want a Reo. And if you get us your order now—tomorrow—you will be one of the "lucky ones."

BUT DON'T DELAY—there won't be enough—never have been enough—Reos to go 'round.

JONES-OPPER CO. OMAHA, NEB. Distributors Eastern and Northern Nebraska and Western Iowa. A. H. JONES HASTINGS, NEB. Distributor Southern and Western Nebraska and Northwestern Kansas.



BE A SWAPPER
Make swaps for profit.
Look into the "Swappers' Column"