

AUTO COMPANY GIVES BOOM TO NEWCASTLE

Maxwell Concern Builds Modern Homes for Workers in Indiana City.

WILL BE SOLD AT ACTUAL COST

Within the last five years Newcastle, Ind., has graduated from a little town to a prosperous city and the transformation has been due chiefly to the influence of the Maxwell Motor company.

The situation became so acute that the officials of the Newcastle plant of the Maxwell company offered to co-operate with the city planners in effecting a remedy and a plan has been evolved that will not only take care of all the residents of Newcastle, but also provide for many others who are being attracted to the place by its industrial activity.

Big Company Formed. At the suggestion of the Maxwell officials a corporation known as the Greater Newcastle company was formed and capitalized at \$100,000. A tract of land, seventy-five acres, adjacent to the Maxwell plant, was purchased and divided into lots. The city was induced to buy ten acres of this ground for park purposes.

The building of attractive five-room houses of the bungalow type is now progressing rapidly. Streets, alleys and sewers are being built. Water mains, electric lights and telephones are being installed.

The property is highly restricted and a general plan of tree planting is being carried out, so that beauty is not being neglected for the sake of expediency. Each house is being finished with distinctive touches, so that the whole plan does not suffer of the tenement atmosphere.

Sold at Cost. Each of these houses will be sold at the cost price and by an arrangement under which any worker may buy. The prices will range from \$1,000 to \$1,500 and the initial payment will be about 10 per cent. The balance is to be paid in weekly installments of from \$5 to \$6.

For Maxwell employees in Newcastle this housing plant presents other economic features. The houses are all within easy walking distance of the factory. Car fare is eliminated and the men will all be able to go home for lunch.

AUTOMOBILE SHORTAGE IN FOREIGN COUNTRIES

The fact that the English, German, French and all other European automobile factories have been taken over by their respective governments for the manufacture of war munitions, according to I. E. Doty, local Velle representative, has caused a shortage of cars in all countries heretofore dependent upon the European source of supply.

This year we took a new tack. We brought out this Mid-Year model—our second for 1916.

We held its completion until after the New York Show. There we saw all the new ideas and touches. And we learned what people liked best.

Pullman to Build Immense Factory

Thirteen years ago historic York, Pa., became famous with the birth of the Pullman Motor Car company, as the eastern metropolis of the automobile industry.

In order to meet the need of larger room, the company is contemplating the erection of a new, modern factory on a forty-acre tract at Grantley, a suburb of York.

As soon as final arrangements are consummated with the owners of the Grantley tract, the building of the new plant will be rushed to completion, so the old plant will be transferred gradually to the new one and within a year the entire Pullman establishment will be located in Grantley.

LAST TIME HE WAS IN THIS CITY HE CROSSED ON FERRY

W. B. Chapman, aged 76 years, called at the city hall for the official seal of the city. Chapman was seated in his seat back at the time that he stepped here on his transcontinental walking trip.

Whatever was in your mind, a Day Want Ad will get it for you.

HAPPY IN THE OLD PEOPLE'S HOME—Left to right, John Smith, 82 years old; Mrs. Fred Carpenter, 84 years old, and Miss Eliza Anderson, 75 years old. For more than thirty years this home was the special charge of Mrs. George Tilden. An earnest effort is being made to secure funds for the erection of a new fireproof building for the many helpless old people of Douglas county.



The board of directors of the Old People's Home is planning to build a new home on a five-acre tract donated by Mr. and Mrs. George A. Joslyn, near the Deaf Institute. The home at 224 Wirt street has outgrown the demands of the institution, which was established more than thirty years ago, under the name of the Woman's Christian association.

George A. Joslyn, James C. Dahlmann, Charles H. Piekens, Rev. Titus Love, W. E. Wright, Luther Drake, Rev. T. J. Blawie, R. C. Peters, Robert Cowell, John L. McCaugus, Victor White, E. P. Peck, Charles H. Whitnell, C. M. Wilhelm, L. F. Crofoot, Charles R. Sherman, C. C. Beiden, A. L. Reed, Rev. M. V. Hisee, H. I. Adams, J. W. Carpenter, M. T. Barlow, Paul W. Kohlen, W. H. Bucholz, George G. Wallace, Jeff W. Bedford, Charles H. Moore.

There is no nobler work than which the women sponsors for the Old People's home are doing, and we cheerfully and without reservation commend the home to the generosity of the public.

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FORMER OMAHAN GIVEN BIG NORFOLK CONTRACT

W. J. Credon, formerly of Omaha, now of Norfolk, has been awarded the contract for the addition which is to be built to the Norfolk insane asylum. The contract is for \$6,121.

WE CALL FOR AND DELIVER ANY ORDER IN ANY PART OF THE CITY Our Automobiles Pass Your Door Every Day.

Dresher Bros. DYERS, DRY CLEANERS, HATTERS AND TAILORS. 2211-2217 FARNAM ST. TYLER 345.

MID-YEAR MODEL 257 CARS IN ONE *Mitchell* \$1325 F. O. B. RACINE With 127-inch Wheelbase

26 Extra Features

All Paid for Through 10,000 Factory Savings Made Possible by John W. Bate—The Efficiency Expert

In this Mid-Year Mitchell we have many new things to show you. All the best ideas which were brought out in 257 New York Show models. And 26 extras, unique to the Mitchell. Don't miss this car.

John W. Bate Pays for All of Them

These extras don't show in the price of the Mitchell. In fact, no other car of this size and grade sells at the Mitchell price. All of these extras are paid for by factory savings. And those savings are due to John W. Bate, the efficiency expert.

The construction of the chassis in the Mitchell is uniform. We have spent 13 years in developing it. And we cannot hope to greatly improve it.

But a hundred designers—experts and artists—are evolving new ideas in body and equipment. And our chief effort is to keep ahead of the rest.

Our Composite Car

This year we took a new tack. We brought out this Mid-Year model—our second for 1916.

We held its completion until after the New York Show. There we saw all the new ideas and touches. And we learned what people liked best.

Then we combined in this new model 73 things that folks wanted. Of these, 26 are unique to the Mitchell—either exclusive or very rare.

So you will find this New Mitchell, in scores of ways, the most interesting car on the market.

men—the handsomest touring model ever created.

Body styles are like women's styles. The designer's favorite is often unpopular. The only way to get a winner is to take a vote—as we did.

As a result of that vote—covering 257 models—we have a design which all will concede first place among cars of this season.

So with every new idea and equipment. They are not merely our conceptions. They are all what people liked best at the Shows.

Exclusive Extras

Then this Mitchell includes 26 extra features—things other cars don't offer.

All are wanted—all are things you'd miss. But they are costly and unusual. So most makers ignore them, or else list them as extras.

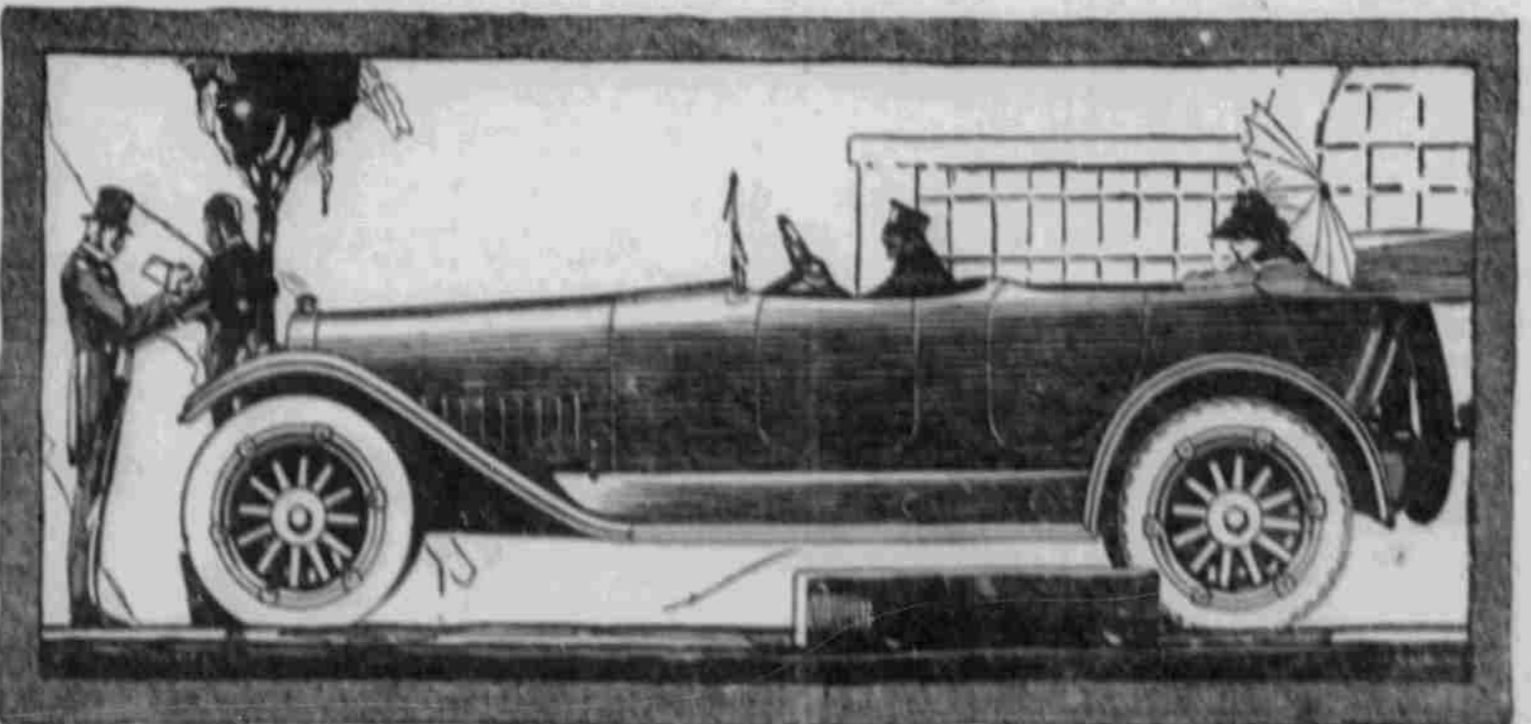
We believe that fine cars of this day should embody all known comforts and conveniences. So we add all we learn of or invent.

We will let you decide, when we point out these extras, if you would wish any left out.

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

J. T. STEWART MOTOR CO.

2048-52 Farnam Street Phone Douglas 138



FEDERAL TIRES

Don't buy tires on hearsay. Make salesmen prove to you that the right tire is the safe tire. For there's plenty of risk in motoring without buying weak tires. If you've never used

FEDERAL TIRES

Double-Cable-Base

try them now. Look into extra wearing quality, and double-cable-base feature. Federal Tires stand alone for strength, security, satisfaction. Guaranteed.

Western Automobile Supply Co. 1920-22 Farnam St.

FOR SALE BY ZWEIBEL BROTHERS 2518 Farnam St.

The Federal Rubber Mfg. Co. Cudahy, Wisconsin

Min. of Federal Automobile Tires, Tubes and Bandages, Motorcycles, Bicycle and Carriage Tires, Rubber Hoses, Hoses, Shoe Pads, Rubber Mattings and Mechanical Rubber Goods.

The Car That Was Built for Service—and Not to Meet a Price.

"The car first—the price last" has been the immutable policy behind the 1916 Glide Light Six "40" from the start. To our way of thinking, that was the only reasonable basis upon which to proceed, if we were to give the purchaser first consideration, instead of "adapting" him to our manufacturing convenience. The 1916

Light Six "40" \$1,095

was built primarily to serve—not merely to sell. We knew that if it served satisfactorily there would be little doubt of its selling sufficiently well to repay us for the care and effort invested.

The remarkable thing is that the price does compare favorably with that of other sixes of the same size and class, even though price was the last consideration. To do the "Glide" justice you must see it—ride in it—drive it. Pictures, words and specifications are inadequate to properly convey any idea of its true worth. Sixes exclusively this year, and only one model. Make it your business to see it.

Here's a Tabloid Story of Glide Supremacy

Roomy Tonneau, Flush Type Doors and Concealed Hinges, Superb Finish, Genuine High-Grade Enameled Leather Upholstery, Goodyear Demountable Rims, Goodyear 34x4 Non-Rim-Cut Tires—Non-Skid on Rear Wheels, Rupture-Resistant Motor, Six Cylinder, 3x5 12-Plate Dry Multiple Disc Clutch, Spicer Dust-Proof Self-Oiling Universal Joints, Tubular Propeller Shaft, Spiral Bevel Driving Gears, Pressed Steel Rear Axle Housing, Brown-Lipe Differential, Hitekkias Drive, Crowned Fenders, Rim Type Tire Carrier, Two-Bulb Headlights—conforming with city ordinances for dimming, Lincbeum-Covered Runboards, Storage Battery under Footboard, Unit Power Plant, Brown-Lipe Transmission—Aluminum Case, Stewart-Warner Vacuum Gasoline Feed System, Westinghouse ignition system, Westinghouse Starter, Bendix Drive, 18-inch Corrugated Walnut Steering Wheel, One-Man Top, Jiffy Curtains, Rain-Vision Windshield—Integral with Body, Wheel Base, 119 inches. Weight, 2,400 Pounds. Price, \$1095 f. o. b. Peoria.

Write Promptly for Dealer's Proposition and Territory—Catalog on Request

Nebraska Glide Auto Co.

Avery Building, 1007 Leavenworth, Omaha, Neb. PHONE DOUGLAS 44.

Few good localities open in Nebraska. Get in touch with us today.