

HUPP ANNOUNCES NEW INNOVATION

Free Educational Course for the Dealers, Service and Repair Men Will Be Given.

CLAUDE WADSWORTH IS HIRED

Another Hupmobile innovation for the benefit of Hupmobile owners generally has just been announced by Sales Manager J. E. Fields in the free educational course for Hupmobile dealers, service representatives and repairmen. This educational correspondence course is second in the way of innovations for the benefit of automobile owners only to the Hupmobile nation-wide service plan, which was announced last June and which has proved the greatest benefit to the users offered by any company in several seasons.

In the preparation of this plan, the Hup Mobile Car corporation has engaged the services of Claude Wadsworth, eighteen instruction papers on motor car construction in general and Hupmobile construction in particular have been prepared by Mr. Wadsworth. The subjects to be taught cover every phase of automobile design and construction. They will be presented in a concise form so they will be perfectly clear to the layman. Subjects to be dealt upon will be: Automobile troubles, electric starting and lighting system, ignition, carburetors, repairs and readjustments, oxy-acetylene welding, automobile machine shop practice, automobile power plants, cooling and lubricating systems, clutch control and change-speed mechanism, pneumatic tires, automobile driving, automobile assembly, factory work, automobile materials, automobile accessories, salesroom and garage management, data sheets and engineering design.

Twice during the year a series of questions will be sent to every student who enrolls and suitable prizes will be given to those having the highest standing. In addition to the prizes offered, every man who passes the examination with 75 per cent, or over, will receive a certificate of efficiency from the Hup Mobile Car corporation, which will serve as a recommendation for future employment. The Hup concern is continually getting requests from dealers and distributors for men and those standing best in these examinations will be recommended.

Interstate Will Announce Classy Roadster Soon

According to Lou Traynor of the Traynor Automobile company, the Interstate people are about to announce a companion roadster of a special build, which gives promise of "class."

The roadster, according to Traynor, is to be gray in color, and will equal in requirements cars of a much higher price.

Earl Anderson and His Allen



Brother of Gil Anderson, who made record run in this Allen car from New York to San Diego and thence to San Francisco.

Delco to Establish a Farm Lighting Agency in Omaha

E. E. Wagner, district agent for the Delco Farm lighting systems, arrived Friday evening from Dayton, O., in a Cole "four" roadster.

Wagner will locate in Omaha and will establish a district sales headquarters for the Delco Farm Lighting system. This lighting system is designed to furnish power and light for farm and suburban homes.

In speaking of the trip Wagner said: "We came right through. The roads through Iowa were not of the best, but taking an average we did better than twenty miles per hour. The bad places, of course, held our average down."

CHALMERS SIX-30 ACTS AS SCOUT IN YELLOWSTONE

Announcement of the selection of the Chalmers Six-30 as official pathfinder for the sociability tour from Minneapolis to Yellowstone National park has been made by President W. W. Smith of the National Parks Highway association.

With Driver W. S. Brooks at the wheel, the Chalmers pathfinder left Detroit May 3, en route for Minneapolis, from which city the start was made yesterday. Three newspaper writers will make the trip, which is expected to take nine days.

The big tour is scheduled for July, the American Automobile association sanction calling for the start on July 20. The Chalmers 2,400 r. p. m. touring car will go over the route twice, making it so that a schedule of about 20 miles per hour will be possible for the tourists. The selection of the Chalmers 30 was a distinct compliment to the power of the high-speed motor and the easy riding qualities of the car, as the tour will traverse the difficult mountain ranges of the northwest, in addition to crossing the prairie lands of Dakota.

The Yellowstone tour will mark the

Maxwell Wins Sheepshead Race

The Maxwell car, piloted by Eddie Rickenbacher, again hung a first-place record to the credit of American-made cars by winning the Metropolitan Trophy race at Sheepshead Bay yesterday.

According to C. W. Francis, local Maxwell representative, this is the same racing car which took first place in the Speedway races held at Omaha July 4 last year.

The local Maxwell organization shows a keen interest in Rickenbacher's activities for two reasons—first, because he is driving one of their cars; and, second, because he is an Omaha boy. Jules DeVigne, driving a Delage, won second place.

PACKARD NIGHT SCHOOL EMPLOYEES ARE PROMOTED

A large number of former factory employees of the Packard Motor Car company have been promoted to positions in the engineering department, as the result of their study in the factory night school. A class of eighty has just completed the prescribed course in mathematics and mechanical drawing, and has been presented certificates. The entire enrollment is more than 150.

TIME AND PLACE FIXED FOR GROCER AND BUTCHER PICNIC

The grocers and butchers are to hold their annual picnic at Krug park June 22. This was decided upon at the last meeting of the arrangements committee of the association. Several picnic places outside of Omaha were considered with a view to giving the grocers and butchers an opportunity to get away from the city for a day, but various features were against this plan.

SERVICE IS GOODYEAR IDEAL

Joe Dine Says Dealers No Longer Delight in Seeing Tires Wear Out.

IDEA HAS BEEN CAPITALIZED

"Nearly every great movement for the betterment of some general condition affecting the human race has been associated in the minds of the public with a distinctive emblem, representing ideals leading along the higher roads of public service," said Joe M. Dine, local Goodyear branch manager. "Thus has the Goodyear service station emblem, representing years of patient striving toward a high ideal, come to be an emblem of deepest significance to the men who sell and the men who use automobile tires. The ideal is—more mileage for Goodyear users."

The emblem is the property of the Goodyear Tire and Rubber company. It is loaned to those who qualify as service station dealers, and becomes a beacon for the users who wish prompt attention to their immediate requirements. It marks a store as a place to buy tires, tubes and tire savers, and to receive reliable advice on the care of tires.

"It is no longer true, if it ever was true, that dealers strive to sell as many tires as possible to a few customers, and that dealers delight in seeing tires go wrong quickly. The new idea in merchandising is to sell tires to as many customers as possible and to make those satisfied customers, so that they will come back to the place regularly for their requirements."

"The Goodyear Tire and Rubber company has capitalized this idea, for the

benefit of tire users, in the establishment of a chain of service stations throughout the country. In the big cities, in the medium-sized towns and in the rural districts these service stations are within easy reach. By the Goodyear emblem they are easily known. Their part in the Goodyear plan starts where the factory leaves off. In the factory the mileage is built into the tire. The big aim of the service station is to make it easier to get Goodyears, and to assist the tire user through personal advice on tire cars to get all the mileage that is built into the tire.

"Many tire users fail to get from their tires the mileage that it is possible to get from them, due largely to a lack of knowledge of the proper care to be given them. The Goodyear service station is the medium through which this knowledge may be transmitted. Tire users are more and more coming to the service station dealer for advice, for help, for service—and that exemplifies the finest kind of relationship that can exist between a merchant and his customer."

WILLARD PAYS VISIT TO DELCO EXIDE STATION

"Smith, the Delco man," was somewhat surprised the other day to receive a visit from Jess Willard.

Willard wanted an Exide battery like Tom Jones uses on his car. Smith knew the kind, and rang up a sale on his cash register.

Willard drives a Chalmers "master six."

For Rheumatism.
Apply Sloan's Liment to the painful part is all you need. The pain goes at once. Only 5c. All drug stores—Advertisement.

SAXON

Strength Economy Service

THE old myth that weight was necessary for safety has been exploded by Saxon engineers. Ablest design and the use of only the finest materials has given Saxon "Six" at \$815 both lightness and strength. And lightness means low upkeep cost—in fuel, in tires and in all around maintenance. Yet Saxon "Six" stands up and gives top quality service right along with the big, heavy, costly cars. Let us arrange a Saxon "Six" demonstration for you.

Noyes-Killy Motor Company
2066 Farnam St., Omaha. Phone Doug. 3646. (418)



This Reo Six Is a Made-to-Order Car

BY THAT WE MEAN, not that each Reo Six is special—no one nowadays wants that kind of an automobile—cost of getting replacement parts is too great—and delays are interminable.

NOT THAT KIND OF A CAR. Reo is a manufactured product and standardized in the highest sense of that much abused term.

BUT THIS REO SIX IS designed to meet the needs and the tastes of the Reo clientele—conceded to be the best and the most substantial class of automobile buyers.

NO FADDISHNESS enters in. This Reo Six is not a car of "talking points." It is not built primarily for "sales," but for service.

IT IS REO BUILT throughout. We are manufacturers, not assemblers. We do not buy assembled evils. We make every part of Reo cars, save only the electrical equipment, tires and speedometer.

EVERY MAN WHO WORKS on your Reo Six is a specialist in his line—an expert by virtue of his long service here.

IN THAT REGARD REO is unique in this industry. Our men do not change. They are not "tramp workmen." They are home owners, respected and self-respecting citizens of Lansing.

AND SO WE SAY that your Reo Six is a made-to-order car—made just as you would dictate and with our long experience added for good measure.

HAVE YOU DRIVEN THIS SIX? No? Then you do not—cannot—appreciate the wonderful facility of control.

WE FIND THAT THOSE whose driving experience has been confined to other cars are profoundly impressed the first time they drive a Reo.

IT IS A REVELATION to them—even the most seasoned drivers.

TRY IT YOURSELF—you can drive a Reo if you have ever driven any automobile—we said automobile—without a word of instruction too. Just glance at the index plate—it is as easy as taking off your own hat.

AND THEN HURRY—place your order at once if you'd have a Reo Six this spring and have it delivered early. Demand is tremendous—hopelessly in excess of factory capacity—and our quota is almost exhausted, too.

JONES-OPFER CO. Omaha, Nebraska. Distributors Eastern and Northern Nebraska and Western Iowa.

A. H. JONES Hastings, Nebraska. Distributor Southern and Western Nebraska and Northwestern Kansas.



America's Greatest "Light Six"

WESTERN UNION TELEGRAM

Form 260

RECEIVER'S No. _____

TIME FILED _____

SEND the following Telegram, subject to the terms on back hereof, which are hereby agreed to

Pete Olson
Cokeville Wyo.

Please answer my expense your confidential opinion of the Haynes Automobile, for my personal use only

Will H Wood.

South Omaha Nebr February 28, 1916

16 Paid

BELVIDERE BROOKS, VICE-PRESIDENT

HAYNES

We were permitted by Mr. Wm. Wood of Wood & Oswald, leading commission men of South Omaha, and Mr. Olson, a well known ranch owner at Cokeville, Wyo. to reproduce these telegrams. Mr. Wood placed an order for a HAYNES LIGHT SIX without a demonstration after completing a thorough investigation.

WESTERN UNION TELEGRAM

Form 1901

RECEIVED AT LIVE STOCK EXCHANGE BUILDING. SOUTH OMAHA, NEBR.,

75 OM RS 15 COLLECT

COKEVILLE, WYO, FEBY 28, 1916

WILL H WOOD SOUTH OMAHA NEBR

THE HAYNES HAS PROVED SATISFACTORY HERE NO OTHER CAR HERE

EQUAL FOR MOUNTAIN WORK

PETE OLSON

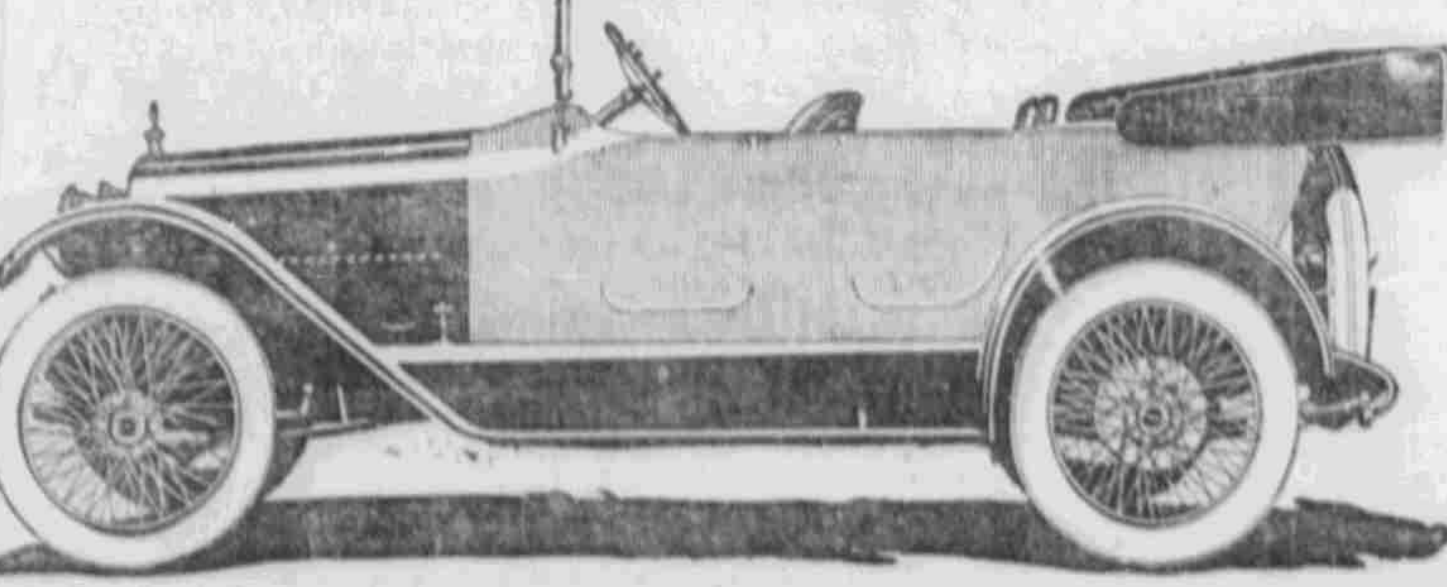
414PM

Prices of new series America's Greatest "Light Six."

3-Passenger Roadster, \$1485 5-Passenger Touring Car, \$1485

7-Passenger Touring Car, \$1585

Phone us, or drop in for a talk and a demonstration.



Nebraska Haynes Auto Sales Co.
2032 Farnam St. Omaha, Neb.