

ENGLAND A GOOD AUTO MARKET

Saxon London Dealer Says Ban on Importation Will Soon Be Lifted.

BIG FIELD "AFTER THE WAR"

Despite the ban on the importation of automobiles into England, an economy war measure recently passed by Parliament, there is still a big field for American made motor cars, and there will be a bigger one after the hostilities in Europe have ended.

This is the opinion of Cecil Lamb, London distributor for Saxon motor cars, who recently journeyed across the Atlantic to take a look at the home factory of Saxon cars. While Mr. Lamb admits that the legislative ban on automobiles has temporarily hindered the sale of American made cars, he is very optimistic for the future of motor cars bearing the stamp of "Made in America."

"I am going about advertising and visiting prospects just the same as ever," said Mr. Lamb. "I do not believe that the embargo will last very long. Even if the war continues to drag out for another two years, I think the ban on American cars soon will be lifted. Then, there's the chance of peace at any time, for no one can tell just when it will come."

"I was fortunate in having a goodly number of Saxon cars on hand when the embargo was put in force, and consequently I have not been particularly inconvenienced by it. I still have some cars to sell, and I am going to try to sell them right along."

"But in addition to that I am building on future business. American made automobiles are popular. We have found that very true in the case of Saxons. There are many of them in use in the home, and the English are coming to love them just as soon as money is a little more plentiful. The graceful lines of the Saxon, its economy of operation and its dependability have made a place for it in the estimation of the English motor-journing public that cannot be taken from it."

Says Auto Plants Are Greatest Assets For Preparedness

"In its campaign of preparation this nation will find that one of its greatest assets lies in its motor car factories," is the statement of A. G. Seiberling, general manager of the Hayes Automobile company.

"The automobile plants on short notice can work in at once on any plan of industrial preparedness. The time that it would take an automobile plant, engaged in the manufacture of pleasure cars, to transform its output for war production would be comparatively short. With co-operation now on the part of the War department, there is no good reason why the change could not be accomplished as quickly and efficiently as in the cases of many German factories at the outbreak of the European war."

"The struggle of the last twenty months has shown that present day battles are being fought with gasoline. Warfare makes a crying need for strong, fast car, for carrying commandments and small bodies of troops. Motor cars for this kind of service must be capable of standing the jolting of rough, shell-ploughed roads and meet standards hitherto unknown for speed and stamina. The better made touring cars and roadsters could move to the front for immediate service in case of a present outbreak. If, however, the vital demand was for ordnance or heavy trucks to transport food and ammunition, the output of the pleasure car factories could be turned toward these ends on short notice."

Allen Company Shows Big Sale Gain In Twelve Months

"Although the automobile business in the States is talked of as being in a slump," said Carl Chang, president of the Allen Motor company, "few people realize what a phenomenal growth the motor car business has experienced."

The Allen Motor company, Peoria, Ill., for instance, can show a 300 per cent increase in the number of dealers in the last year.

"Their production of popular-priced cars has tripled in the last eleven months, and at the present time dealers are planning for shipments of 'Allen 372' that exceed the factory capacity by 50 per cent."

"Each day," said W. O. Allen, "more dealers appreciate the unusual selling possibility in the Allen as well as its splendid mechanical construction and sleek a connection. There can be no doubt that the Allen is a leader in its class."

CADILLAC AGAIN LOWERS COVETED COAST RECORD

The Cadillac Eight has again lowered the road record between Los Angeles and San Francisco. This year the run was made in the time of 9 hours and 37 minutes, at an average speed better than fifty miles per hour.

This beats the Cadillac's own time of last year by 2 hours, 33 minutes; it is 4 hours, 8 minutes better than the time of the Lark, the Union Pacific railroad's fastest inter-city train, and elips 1 hour, 10 minutes from the time made less than a month previous by the Lark.

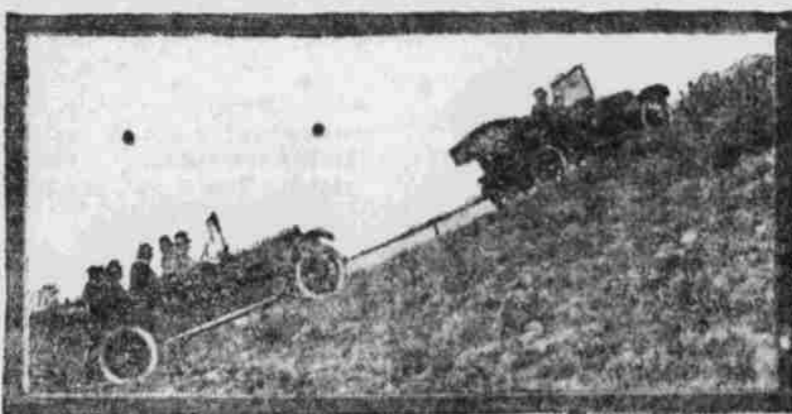
At Los Angeles, the Cadillac driver, left Los Angeles at 9 o'clock on the night of May 17. The car carried four persons in addition to the driver. Covering 487 miles, the Cadillac arrived in San Francisco at 6:37 o'clock on the morning of May 18—and the record was again perched on the Cadillac banner.

To do this distance of 487 miles in 9 hours, 37 minutes, the car averaged a speed of 50.82 miles per hour.

MIDDLE STATES TIRE CO TO RETAIL PULLMAN CAR

The Middle States Tire company has recently been appointed by the U. S. Northern railway company as retail distributors of the Pullman cars.

Hauls Filled Car Up Hillside



One of the problems that has confronted Overland dealers almost everywhere has been to convince skeptics that the model 75, a four-cylinder machine, and the baby of the Overland line, unusually light in weight for such a large machine, has ample pulling power to negotiate the steepest of hills.

By way of settling this question for all time to come one Overland dealer, accompanied by a number of prospective purchasers of model 75s, put one of these little cars to a stern test.

The hill is a very steep one, being almost a 45 per cent grade. The straggly road over it was but an excuse. The day the test was made the grass was also wet and the dirt soggy, making the performance all the harder.

Report Big Demand for Eight-Cylinder Cars This Season

That the demand for eight-cylinder automobiles this year will be even greater than predicted by the most optimistic manufacturers of that particular type of car, is indicated by reports received from dealers throughout the country. In many instances these dealers, who during the early part of the year were filled with more or less misgiving, because of the unusually large allotment of cars assigned to them for the 1916 trade, are already sending into their factories for more automobiles and begging for early shipments on the second order.

Speaking of the situation in the west, Lou Traynor, of the Traynor Automobile company, said: "Selling of the Cole Eight is no problem this year. Getting cars from the manufacturer is another matter, however. This being practically the opening of the spring season, we are able to make deliveries now, but it looks as if our allotment would have to be considerably increased to go all the way around."

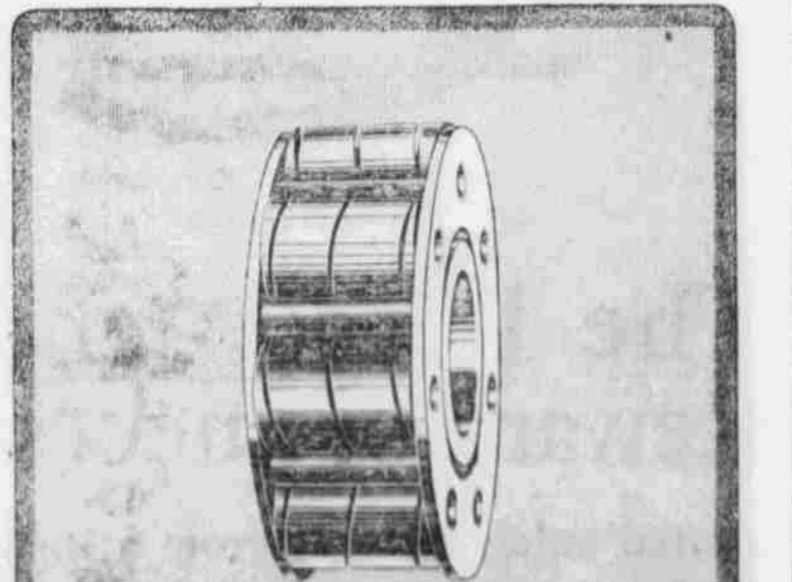
"There need be no alarm felt by the man who will be satisfied with any old make of car, or even a good used car, as there will be plenty of those for sale. It is the purchaser who will be satisfied with nothing less than the latest in automobile design and improvements who should take immediate action, if he intends to get a machine of that description this year."

Girl Campaigns for Bigger Navy in a New Chalmers "Six"

When Secretary of Navy Daniels informed Miss Marjorie Sterrett, 12-year-old Brooklyn school girl, that Uncle Sam couldn't use her contribution of 10 cents toward a bigger navy he started something.

Metropolitan newspapers warmly espoused Marjorie's plan, with the result that the New York Tribune alone holds \$14,000 sent in by its subscribers for Marjorie's "bigger navy" fund. Other New York newspapers hold an additional \$8,000, and Marjorie Sterrett funds have sprung up in all sections of the country.

To aid the movement inaugurated by herself, Marjorie has been traveling through the eastern states, interesting school children to the extent of parting with a dime apiece. Marjorie travels in a 3,400 R. P. M. Chalmers "six," and has her own chauffeur and "Blue Book."



Constant circulation Assures perfect lubrication

Use the Self-Lubricating Bearing

HYATT

OF COURSE

Hans P. Neble Will Take Over Apperson Branch in Omaha

Announcement has been made that Hans P. Neble will take over the Omaha Apperson branch, which controls the sales territory for western Iowa, Nebraska and the Black Hills. J. H. De Jong will remain with the new organization as a factory representative, in charge of the wholesale end of the business.

Joe G. Roberts, who until this change took place, was branch manager, will continue with the Apperson factory. His plans are not quite settled as yet, but in all probability he will have charge of one of the big eastern connections of the Apperson company.

Mr. Roberts left Saturday for Harlesburg, Minn., where he and his family will spend a month fishing and vacationing at Ten-Mile lake.

Goodyear Issues New Booklet on Auto Truck Tires

The new booklet on "Goodyear motor truck tires," now being issued to the trade by the Goodyear Tire and Rubber company, is primarily a booklet for truck owners, discussing the factors which are important in motor truck tires.

The recognized advantages of the different types, and the vital factors of low cost-per-mile, durability, low power consumption, simplicity, traction grip, cushioning effect and minimum weight, all of which enter into the selection of motor truck tires, are freely discussed. The object of the booklet is to place before truck owners, interestingly, the plain, simple facts about Goodyear truck tires, and to lead business men to give more attention to a matter that may involve hundreds of dollars yearly.

See Want Ads Produce Results.

JOSEPH'S COAT WAS THE FIRST GREAT CLOTHING AD

Henry Nygaard, distributor of Diamond tires, in talking of the new colored tires, said that when men first wore garments back in the days of the sheepskin nobody thought of coloring them. Clothes were colored only after long years of development. That's why Joseph's coat of many colors was a novelty and remains perhaps the best clothes advertising ever done. It was something new. It hit the popular fancy, was talked about and has come down to us through the ages.

Once more we find history repeating itself as evidenced by the newest development in automobile tires.

Heretofore the efforts of the tire manufacturers have been directed toward utility. He did his best to make his tires as wear-resisting, as puncture-proof and free from trouble as possible. Tires were white or gray as a matter of course. Nobody thought of making them any other color.

Now, however, the tire manufacturer has reached a point in his progress that is a step beyond mere utility. His scientific methods have brought the pneumatic tire very nearly to the point where it will deliver the maximum of mileage possible from rubber and fabric. He now has time to make his tire handsome. All kinds of color combinations are in evidence, and many more are on the way. He couldn't improve the tire, so

he improved its looks. Look at the new black tread red wall Diamond tire. The factory says the black tread was not deliberately made black, but simply came black as the result of long search and experiment for the wearless rubber. The side wall, however, which is not called upon for such strenuous work as the tread, was intentionally made red, because it was felt that red has always been a most attractive color, and when combined with black is a perfect color combination. So your up-to-date Diamond tire is red and black. Its appearance is richly handsome. The new Diamonds complement in the highest degree the subdued but elegant finishings on the modern automobile.

KING
EIGHT CYLINDER

7 Passenger Touring
3 Passenger Roadster
\$1350
Luxurious Sedan
\$1900



Will More Than
meet the rigorous requirements of farm service, and in addition give a riding luxury and coach style surpassed by no foreign car.

Noyes-Killy Motor Co.
2066-68 Farnam St., Omaha

Mid-Year Model 257 Cars in One



\$1325 f. o. b. Racine With 26 Extra Features

All 1916 Attractions Combined in One Car—Plus 26 Extra Features

If you saw this Mid-Year Mitchell without knowing the facts, you would say that such a car at our price is impossible. For it underseals any other car of its size and power and grade.

Then you might say—when you saw all the extras—that somewhere we had skimped. So we have to tell you of John W. Bate to give you a right conception.

We Have Saved 50%

Years ago, John W. Bate, the efficiency engineer, was brought to this organization.

As an efficiency genius he stands at the top in the metal-working lines.

He has built here a model efficiency plant. He has equipped it with thousands of time-saving machines. Now it represents an investment of \$5,000,000.

He has, in this way, cut our factory costs in two. We are building the Mitchell for less than a like car would cost anywhere else in the world.

And all of our extras—beauties, luxuries and conveniences—are paid for through factory savings.

26 Extras Free

This Mid-Year Mitchell has 26 unique features. Each is an extra which all motorists want. But in other cars they cost an extra price.

These include a power tire pump, reversible headlights, light in the tonneau, a locked compartment, cantilever springs, an extra-coat carburetor. You will find in this Mitchell, at no extra price, 26

This Mid-Year Mitchell, in its new ideas and its extras, shows you one result of efficiency. All this added value is due to John W. Bate, who has cut our factory costs in two.

such attractions which other cars omit. These make the Mitchell, in those 26 ways, the most complete car on exhibit.

257 Cars in One

You will find here also all the best new ideas brought out in 257 Show models.

This Mid-Year Mitchell was completed after the New York Shows. And it embodies in one car all the new touches which proved themselves attractive. Every new-model car has some of them. The Mitchell has them all.

So you will see here the most up-to-date car that's out.

Lifetime Service

Mr. Bate's idea is that cars should last like watches. That is another side to his efficiency.

He has studied the Mitchell part by

\$1325 F. o. b. Racine
For 5-Passenger Touring Car
or 3-Passenger Roadster
7-Passenger Touring Body, \$38 Extra
High-speed economical Six—48 horsepower—127 cubic inch base. Complete equipment, including 26 extra features.

part, to attain simplicity, lightness and strength. He has made in the car over 700 improvements.

In each part he insists on a big margin of safety. But he gets it by using Chrome-Vanadium steel. By using drop forgings and tough stamped steel.

There are 440 such parts in the Mitchell.

One Bate-built Mitchell, as a result, has run 218,734 miles. Six of them have averaged 164,372 miles each—over 30 years of ordinary service. There are no other like records in Motordom.

Mr. Bate is Done

John W. Bate's work now seems done. He says he has reached his limit, in the factory and the car. He would never permit us to mention his efforts until they reached this completion.

With all these things together, the Mid-Year Mitchell is an interesting sight. No motor car lover should miss it. It has all that men know to make a car handsome, enduring and complete. Your Mitchell dealer will show you a hundred perfections you never have thought of, perhaps.

Go see this model. Then ride in it, put it through hard tests, and watch the car perform.

MITCHELL-LEWIS MOTOR CO.
Racine, Wis., U. S. A.

J. T. STEWART MOTOR CO.

2048-52 Farnam St., Omaha Phone Douglas 138.

