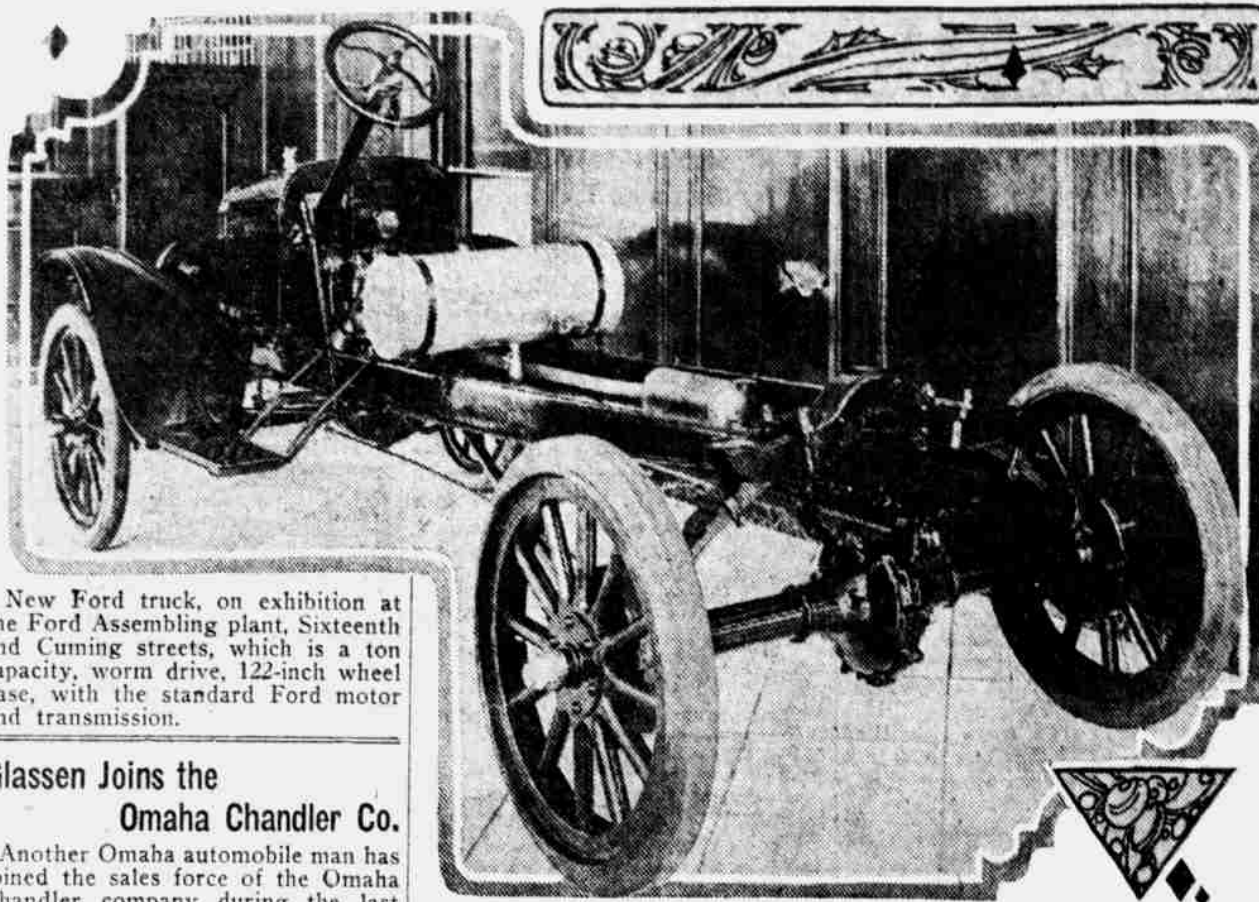


## BUILDINGS FOR AUTOS TO COST TWO MILLIONS

Studebaker People Add on to Factory to Insure Greater Output for the Country.

The new Studebaker plants at South Bend, which represent an investment of nearly \$2,000,000, will cover more than five acres. This new construction work has advanced so far that one of the buildings is now in use. This is the new dry kiln, which is probably the largest and finest structure of its kind in the country. It is four stories high, occupying the ground space of 126x244 feet. The building itself is of reinforced concrete and cost three-quarters of a million dollars. In it Studebaker seasons lumber used for automobile bodies and for horse drawn vehicles. The other buildings now in construction are machine shop No. 72 and forge shop No. 71. The machine shop is a single story building 376x225 feet, providing 129,600 square feet of additional machine shop space. Like the new kiln it is built of reinforced concrete and structural steel. The forge shop is a two-story building 160x434 feet, providing 138,880 square feet of additional forge shop space. It too is of structural steel and concrete.

## New Ford Truck Ready for Market



New Ford truck, on exhibition at the Ford Assembling plant, Sixteenth and Cumming streets, which is a ton capacity, worm drive, 122-inch wheel base, with the standard Ford motor and transmission.

### Glassen Joins the Omaha Chandler Co.

Another Omaha automobile man has joined the sales force of the Omaha Chandler company during the last week. C. L. Glassen, formerly of the Omaha Auto Supply company and more recently with the W. L. Huffman Automobile company, has gone with R. R. McNemar and will sell Chalmers in this territory.

See Want Ads produce results.

### FORMER OMAHAN BACK AS MANAGER

Will Take Control of the Westcott Cars; Was Formerly With National Refining Company.

J. Leonard Zisner, a former Omaha man, will return soon to make Omaha his headquarters as district manager for the Westcott Motor Car company of Springfield, O. This concern is distributing its automobiles through the Standard Motor Car company. Five years ago Mr. Zisner was manager of the National Refining company of Omaha and during his absence he has been associated with the Freedom Refining company of Freedom, Pa., as sales manager.



J. LEONARD ZISNER.

### \$1,000,000 TRUCK ORDERS FOR OMAHA

Redden Company Will Put Its Truck on Market in Omaha; Large Contract Has Been Let.

President Redden of the Redden Motor Truck company of Jackson, Mich., spent Thursday in Omaha and has promised to make an announcement within a few days regarding a distributor here. Although Mr. Redden would not disclose the name of the firm, he intimated that it was one of the larger houses in Omaha and that they had contracted for \$1,000,000 worth of truck attachments. The Redden is now controlled by a very strong financial organization, including among its backers several prominent banking firms of Chicago and New York, as well as a nationally known manufacturer. The clique in control of the Redden also controls the Lewis Spring and Axle company, Chelsea, Mich.; the Briscoe factory, the Racine and the Ajax, tire manufacturers. The Redden, it is claimed, is licensed under the Cook patents, which are basic and dominating. This is of considerable interest, considering the quarrel of truck attachment manufacturers regarding the Cook patent.

## ORDERS FOR CARS FORECASTS BIG YEAR FOR 1918

Over 75,000 Maxwells Are Contracted for the First of July; Omaha Takes Share of the Output.

Contracts with distributors and dealers for handling of 75,000 automobiles were closed by the Maxwell Motor Sales corporation of Detroit in less than two weeks after the company started making its annual contracts on July 1.

The company finds that the men who have handled the Maxwell line in the past are optimistic as to the future. And the dealers and distributors being added for the first time to the Maxwell rolls are equally sure that the country, during 1917-1918, is to absorb a tremendous number of motor vehicles.

It is this present and prospective heavy demand that is spurring the distributors to close their contracts early. They want to be sure of getting all the cars their trade will need. The Maxwell one-ton truck is also inspiring dealers to hurry and make sure of the Maxwell line. Both the demand and the output of this truck will grow tremendously in the next year, it is expected, and dealers know that the truck is really an asset to their business.

Referring to the quick signing of these contracts for the merchandising of 75,000 motor cars, Walter E. Flanders, president and general manager of the Maxwell company, said:

"The business situation is reflected in these contracts with dealers. This, in my opinion, is conclusive evidence of the prosperity of the nation and of the sound condition of commerce and industry. It is proof, too, of the fact that the American people are resolved to live on the sane, logical 'business as usual' plane."

Some of the contracts are: Midwest Motor Supply company, Omaha, Neb., who agree to handle 5,000 cars; Harry Newman-Stratton company of Chicago, who agree to handle 8,000 cars; John D. Williams & Co., exporters, of New York, who agree to handle 7,500 cars; McKinney-Curtis company of Fargo, N. D., who agree to handle 4,000 cars, and Western Motors company of San Francisco, who agree to handle 3,000 cars.

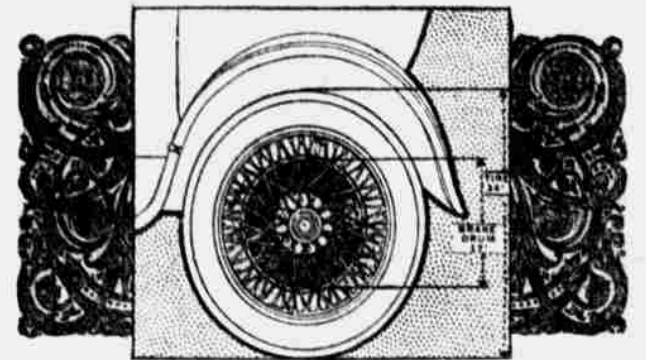
LaJole Delivers Goods. Napoleon LaJole has his Toronto team in the thick of the fight for the International league pennant. The old Cleveland star is playing grand ball himself, in addition to rendering efficient service as the team's pilot.

### Lewis Takes Over the Smith Form-a-Tractor

Among recent announcements in motor circles comes the one that John L. Lewis of Chicago has taken on the agency for the Smith Form-a-Tractor. The territory controlled by Mr. Lewis will embrace eighteen counties in Nebraska and fourteen counties in Iowa. Mr. Lewis has been connected with the tractor industry in an advertising capacity for some time past, having been with the Taylor-Critchfield (Claire) Advertising agency. Last year Mr. Lewis made the complete tractor circuit and is very enthusiastic regarding the future of the tractor.

Cy Moves East. Cy Falkenberg passes in and out of the big show so often that it is hard to keep tab on the veteran twirler.

## MARMON 34



### You Can Trust Your Life To Marmon Brakes

Safety often depends on the efficiency of a motor car's brakes, and the ease with which the driver can apply them. At a critical moment no feature is more important.

Marmon engineers have developed a braking system with a greater margin of safety than is the rule in cars of any class, regardless of price.

Consider first the Marmon's emergency brake—always conveniently within reach of the driver's right hand. As you sit at the wheel, no movement of the body is required to apply it.

This hand-brake operates a set of two internal brakes on the rear wheels. The foot pedal operates a set of two external brakes.

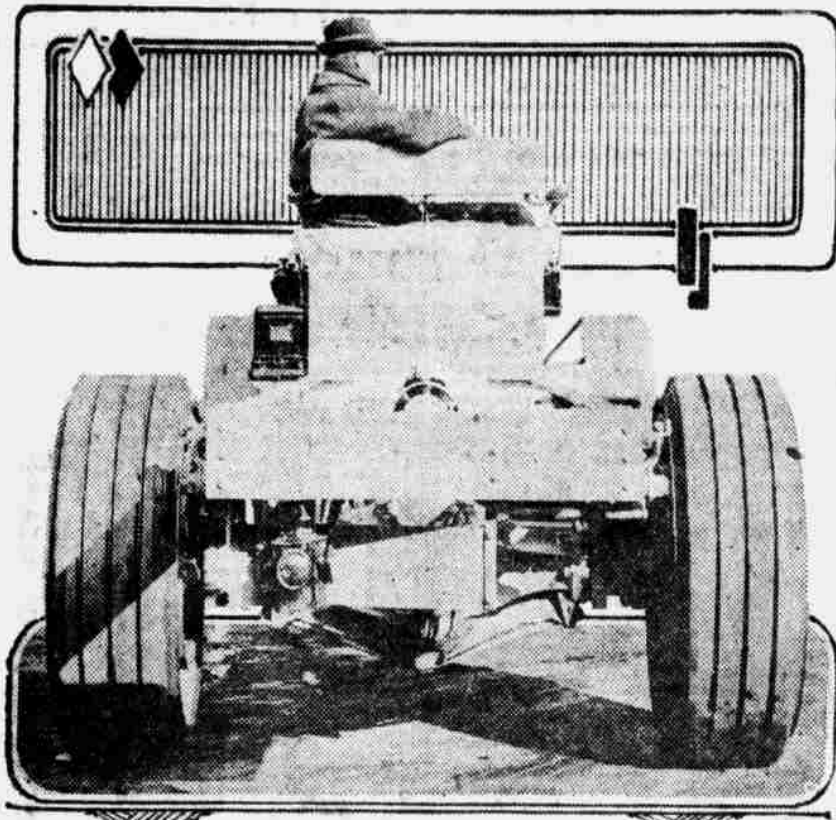
Their combined braking area is 360 square inches—10 square inches for every hundred pounds of weight—extraordinary brake capacity. Marmon brakes permit you to retard your car smoothly though quickly, or bring it to an abrupt halt.

Light cars do not require brakes so large as heavy cars. Yet notwithstanding the Marmon's 1100 pounds lighter weight, the diameter of brake drums is half the diameter of the wheels with tires mounted. Let a demonstration prove to you that the Marmon with its extraordinary braking efficiency requires a minimum of effort in handling.

H. Pelton  
2205 FARNAM ST.

Phone Douglas 1712

### Firestone Giant Tires Dwarf Truck



The photograph shows Firestone Giant tires applied to a Packard truck. The tires in the picture are the largest truck tires in the world. They are forty-two inches in diameter and fourteen inches wide. Truck operators are beginning to see the advantage of single tread solid tires over the duals. Proper base width has long been recognized as a funda-

mental requirement in solid tire construction. Tests have shown them that this proper width has been found in the Firestone Giants. Gooves are placed in the tread to relieve the internal stresses and displacement and to prevent skidding. The rubber itself is especially compounded to give the maximum mileage with the necessary resiliency for the absorption of road shocks.

# Increased Prices

Have Not as Yet Affected the

# Velie

We cannot possibly say just how long this condition will last.

**We do know that you cannot now buy a car in a class with the Velie Biltwell Six without paying more money for it.**

We sincerely believe that anyone purchasing a Velie now at \$1185 f. o. b. factory will save at least \$100.

Do you want the hundred? Advise quick.

VELIE MOTORS CORPORATION

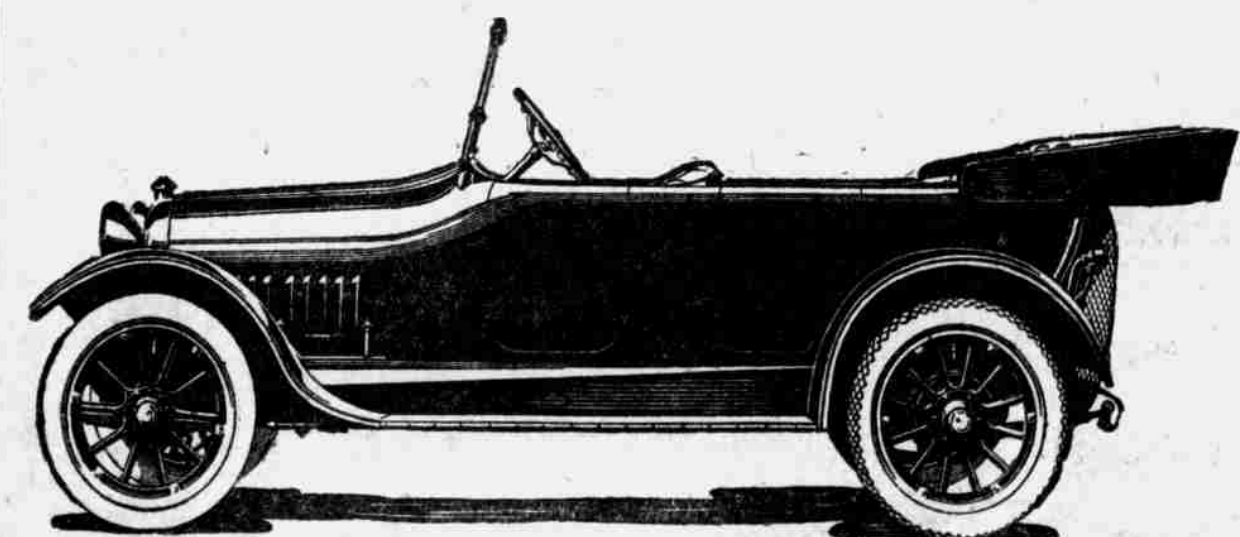
Moline, Ill.

L. E. DOTY, Inc.  
OMAHA, NEB.

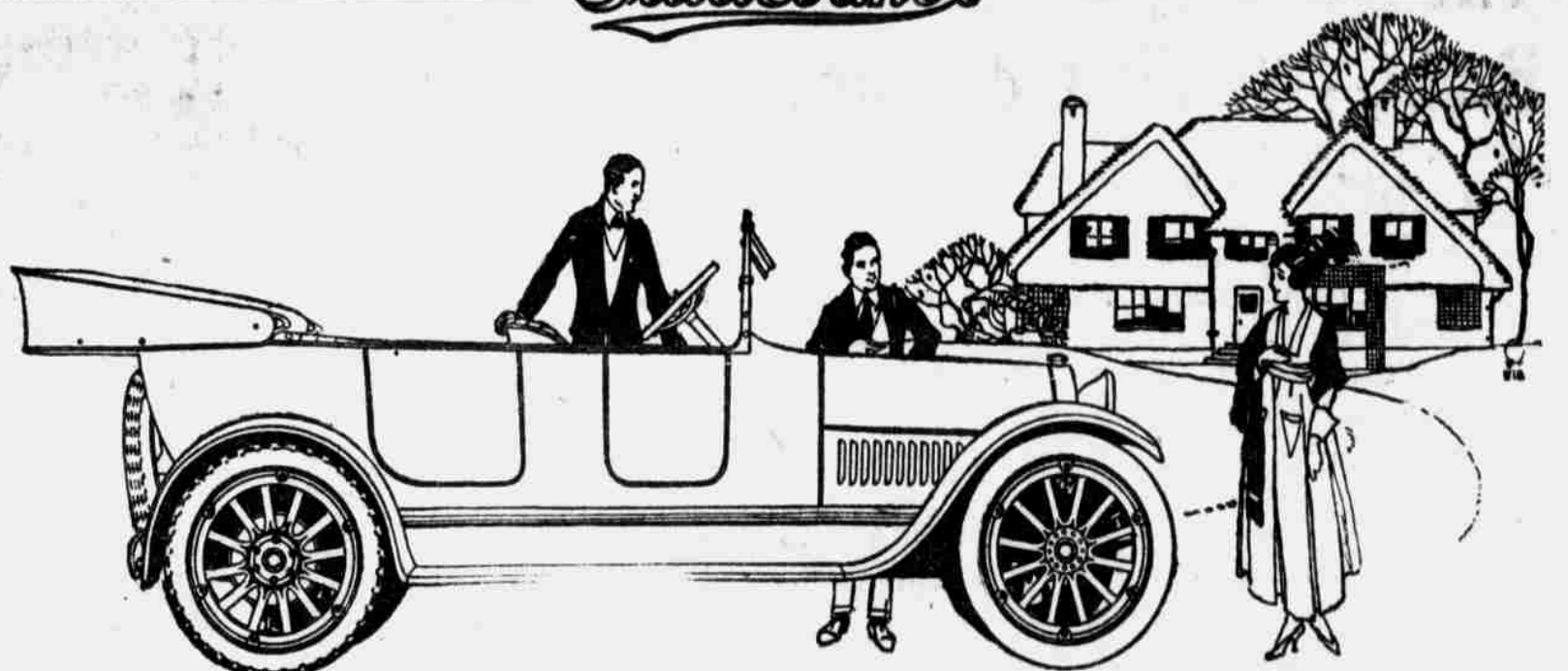
Douglas 8554.

2027-28 Farnam St.

Immediate Deliveries.



## Studebaker



### Before you buy a car Ask your wife

whether she is willing to apologize to the neighbors for a small, cramped car because it costs a little less to buy,

or whether she believes it real economy to buy an article for the sake of an initial saving when she knows that it will not be entirely satisfactory in the long run.

IN order to save a little money on the initial price, are you going to sacrifice style, comfort, convenience, and get a car that you must be continually apologizing for—a small, cramped car with a short life and great depreciation?—or

Are you going to buy a Studebaker car that you will be proud of

—a powerful, roomy, comfortable, luxurious car; with individual form-fitting front seats, adjustable forward and back to all leg-lengths—the seat next the driver reversible, so that its occupant may face the tonneau if desired; plenty of room in the tonneau seat for three full grown people; beneath it two auxiliary arm chairs that, when lifted out, enable you to carry extra passengers in comfort whenever you desire.

—deep, restful cushions upholstered in genuine, high grade, hand-buffed leather; wide opening doors, easy to enter or leave and plenty of room for baggage when you go touring; a car that is easy to drive; a car so

perfected and refined that it will run for years and show a lower operating cost than smaller, cheaper cars.

Studebaker takes a smaller percentage of profit per car than the small car manufacturer; obviously then, Studebaker gives you more for your money.

Nearly every automobile manufacturer has made an increase in prices. Studebaker prices, however, remain the same as they were last Spring.

This still further increases the value of Studebaker cars in comparison with all others.

Should you desire, at any time, to sell your Studebaker car or trade it in, you can do so at a smaller percentage of depreciation, perhaps, than any other car on the market.

From every angle, wise economy prompts you to purchase a Studebaker car.

Ask your wife—she knows values.

Take her judgment as to what car to buy.

Let us give her a demonstration.

There will be no change in Studebaker models this year, but the increased cost of materials and labor may force Studebaker to make an advance in prices at any time without notice.

Four-Cylinder Models

FOUR Roadster	\$ 985
FOUR Touring Car	985
FOUR Landau Roadster	1150
FOUR Every-Weather Car	1185

All prices f. o. b. Detroit

## STUDEBAKER-WILSON, Inc.

Farnam Street and 25th Avenue  
OMAHA, NEB.

Six-Cylinder Models

SIX Roadster	\$1250
SIX Touring Car	1250
SIX Landau Roadster	1350
SIX Touring Sedan	1700
SIX Coupe	1750
SIX Limousine	2600

All prices f. o. b. Detroit