

NEW NASH CAR TO BE ANNOUNCED SOON

C. W. Nash to Build Car Which Is to Carry His Name, So Long Well Known.

Even back in the days when the automobile lurched along on one cylinder, C. W. Nash, then in the carriage manufacturing business, aspired to build a motor car bearing his own name.

For twenty-five years he has been building and selling carriages and automobiles. During that time he has seen the motor car industry outgrow its cradle and watched it rise from a small, discredited beginning to the proud rank of third industry in the United States. In its rise he has played a leading role, having headed some of the largest and most successful automobile companies in the United States.

To Realize Ambition. But his lifelong ambition is soon to be fully realized. For he is just about to formally announce the birth of a car that bears his name and reflects his experience and ideals.

A year ago when Mr. Nash entered the field as a manufacturer in his own name he looked about for a factory site. He inspected personally every motor car plant of consequence in this country. The result of this sitting down process was the purchase of the 100-acre Jeffery plant at Kenosha.

There has been much speculation as to the number of cylinders, size and price of the car, but owing to the fact that Mr. Nash has built cars of various types and prices, it is almost impossible for even the trade to guess with any degree of accuracy the type of the new Nash car.

Farmer Is Best Prospect As Purchaser of Truck

"One of the surest indications of the growing enthusiasm in truck purchasing," asserts C. C. May of the Midwest Motor and Supply company, "is the entry of such large manufacturers as the Maxwell Motor company, Inc., and the Ford Motor company into the field."

Both Maxwell and Ford organizations have ever been strong in their belief that concentration on one model meant success on a large scale, and their entry into the truck field will call for large organizations to take care of the new line.

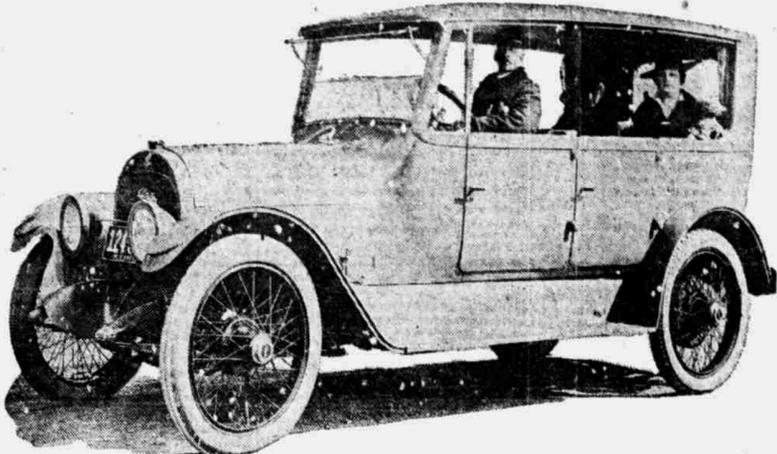
"On all sides we receive reports from our dealers which point out the farmer as the likely prospect of the near future. It's bound to follow this channel because the hauling problems of the farmer are varied and many. They are coming to like the thought of efficiency, too. They know it means money to them in the long run."

Auto Passenger Mileage Is Worth Billions of Dollars

"The passenger car has developed into a universal utility," says Harry M. Jewett, president of the Paige-Detroit Motor Car company. "As such its economic influence is now tremendous in a thoroughly practical and constructive way."

"Some inkling of what the automobile now means to us and the practical part it is playing in our economic life is realized when it is learned that greater passenger-mile service is rendered by the passenger motor cars in the United States than by the entire railroad or street railway systems of the country. The 3,700,000 passenger cars, averaging 5,000 miles a year and three persons each, give a total of 55,500,000,000 miles. At a rate of 2 cents per mile this is worth \$1,110,000,000 a year."

Cole Four-Door Toursedan Now on Auto Row



Information comes from Indianapolis to the effect that the Cole Motor Car company is now ready to place its new four-door Toursedan on the market. This is the same offering which attracted so much attention at the larger automobile shows last winter.

The Cole four-door Toursedan is of the convertible Springfield body type, but it differs from anything else in the trade in the wide variety of uses for which it is available. It is not only an open and closed car in a single unit, but it represents five distinct types of cars all in one.

In the first place, the body can, with

little effort, be quickly changed from the closed limousine style to the open variety, with nothing obstructing the vision from the windshield to the rear.

Another original feature of the car, which was the subject of much comment when it made its first appearance, is the glass partition dividing the front and rear compartments. This glass partition is not only adjustable, but it is entirely removable.

With the glass partition in place and all of the side windows up, the car is of the Berline-Limousine type; by dropping the windows at the sides of the front seat the car becomes a fashionable Towncar Limousine; by

removing the partition entirely and leaving the side windows of the car up the vehicle is transformed into a luxurious family Sedan; when the windows are lowered with the partition removed an open touring car with a permanent roof is the result. The fifth transformation furnishes an absolutely original style of motor car by replacing the glass partition and leaving the side windows down. The glass partition not only protects the passengers in the open car from the wind and dust, but it separates them from the chauffeur, giving a tone of privacy which heretofore has not been available in the average open car.

Allen Owner Likes Poetry And Hates the Kaiser

Carl Changstrom of the Standard Motor Car company, received a letter the other day from an Allen enthusiast whose thoughts of comparison are expressed in war terms.

The following extract from his letter shows plainly what he thinks of the kaiser's fighters:

"I use my old car to demonstrate with. It has been run about 4,000 miles and the more I drive it the more quiet it runs and it has the pep and energy of an Irishman fighting six Dutchmen. Believe me, the Allen don't take a back seat for any of them and when it comes to pulling in sand and up hills, it goes through like a Canadian through a German trench."

This same man, H. C. Lyman, is somewhat of a poet, also, as is indicated by the following:

"I say that the Allen is there with the goods. It makes all the others take to the woods. It's there with the pep on sand or on hill—They may all choose another, but I never will."

Secretary Baker Interested In 12,000-Mile Auto Trip

Newton D. Baker, secretary of war, in a letter written to the Elgin Motor Car corporation, has expressed his interest in the results of the road investigations being conducted by Roy S. Marsh and Edward M. Lawrence, who are in charge of the Elgin "Six" National All Trails scout car now engaged in a 12,000-mile trip over the Lincoln Highway, the National Old Trails road, and the Dixie Highway.

In his letter, Secretary Baker states that "a general discussion of the character of the roads in various sections of the country, upon the completion of the journey, would be very useful and would be appreciated by the department."

Bill Hart Picks His Motor Car With Same Care as His Horses

It is hard to believe that our cinema idols are not the same in real life as in reel life. We like to think of Charley Chaplin whiling away his leisure hours by throwing custard pies and it pays us to learn that Theda Bara can't be a "rag, a bone and hank of hair," without a makeup.

"Pardner, I reckon there ain't no heap of difference 'tween a hoss and a ottermobile. Pusson'lly, I'm inclined to put 'em in the same corral, seein' as how I size 'em both up 'siderable 'fore I saddle and mount. I know that critture over yonder. Recognized the Circle Twelve brand on the fore flank as I was passin'. And I says to myself, 'Bill, you're a stranger in this here camp and can't expect no favors being done you, but they can't give you no necktie party for steppin' up and askin' the loan of that gas'line grazer for a day or so! So, pardner, here I be."

That is the way in which we would have had William S. Hart, wild-riding, hip shooting, one-hand-cigarete-rolling hero of the western films, talk when he entered the salesrooms of the Eiseman Automobile company of Cleveland recently and asked that he might use a twelve-cylinder National, mate to one that he has in his own garage on the Pacific coast, during his stay in the Ohio metropolis.

But Hart's manner of speech did not come up to our fanciful specifications. He left the musical lingo of the plains behind to keep his chaps, his boots and his lariat company during his absence. He voiced his reason for selecting a National highway 12,

Cord Tires Make Great Saving in Power Used

Cord tires effect a saving of at least twelve per cent in power, according to data compiled by engineers of the Firestone Tire and Rubber company.

Practical tests again and again have proved the superiority of cord tires as to power saving as well as long mileage, but until Firestone engineers devised an accurate laboratory test, the exact saving in power was not known. The Firestone tests were made under varying conditions and loads and were checked against error several times before they were accepted as final. In almost every case the cord tire consumed only 88 per cent as much power as the fabric.

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National

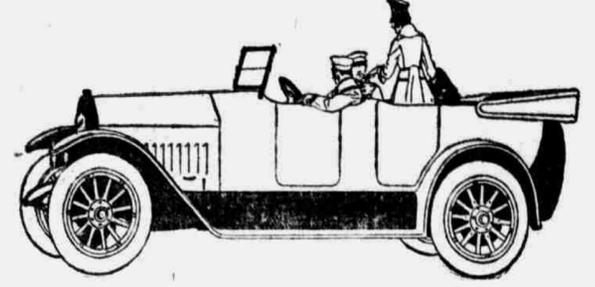
12-CYLINDER CARS

A powerful car that is comfortable, a luxurious car that is dependable, a beautiful car that is economical—such is the twelve-cylinder National. In tests and in everyday service it has convinced us that it will outperform any genuinely "stock" car in the world.

The Six \$1995 · The Twelve \$2595

NATIONAL MOTOR CAR & VEHICLE CORP., INDIANAPOLIS

Seventeenth Successful Year



The T. G. Northwall Company

OMAHA, NEB. LUTE MORSE, Lincoln, Neb. S. R. NELSON, Atlantic, Ia. DEAN BROS., York, Neb.

Allen \$895

Buying below the market

With nearly all motor car prices showing decided increases, you would expect Allen excellence to command a higher figure.

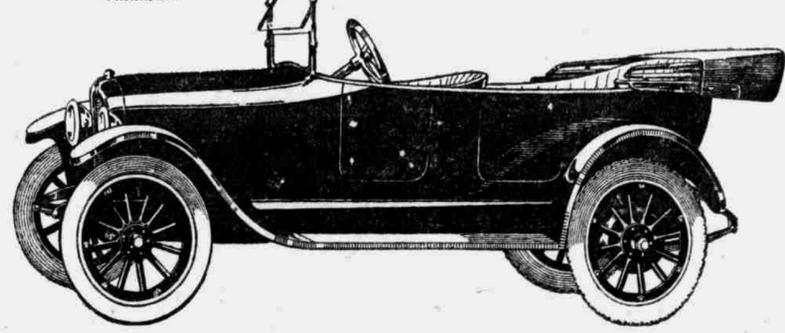
\$895 for touring or roadster models is a price we expect to see advanced in the near future.

Those who buy soon are buying below the market.

The percentage of owners who are driving their second or third Allen is large.

To them, satisfactory performance and splendid motor car service is no longer a matter for comment.

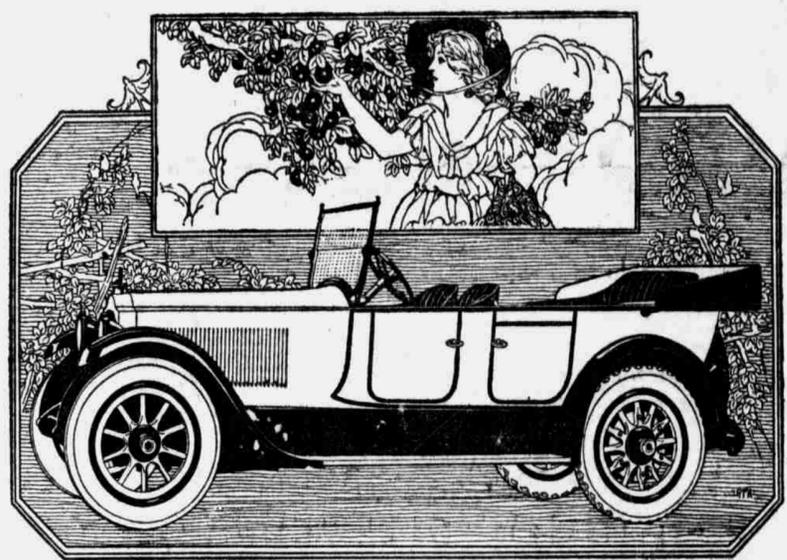
A
Five-passenger touring or four-passenger roadster. \$895
Open Sedan, \$1195
f. o. b. Fostoria, Ohio
Factory Address: The Allen Motor Company, Fostoria, Ohio



Standard Motor Car Co.

Factory Distributor
CARL CHANGSTROM, Prop.

2020 Farnam Street. Omaha, Neb.
Dealers: Write or wire for our proposition.



Why the new harvest?

"The little sour apple that Eve ate, becomes a juicy pippin today." So goes an old song.

Dame Nature is a striver for perfection. From the elements of soil, water, air she gathers her resources that she may periodically produce perfect fruit.

And under right stimulation she everlastingly improves upon herself.

Now!

With the abundant new harvest comes a perfected and more beautiful Packard.

It is the natural product of a rich

and deep experience—that ever seeks to improve upon itself.

The refinement of the Twin-six motor means further efficiency—and greater economy of fuel.

It saves gasoline.

And the radical change in body design sets advanced standards of automobile beauty, comfort and elegance.

This new creation is the finest fruit of Packard endeavor.

And with it arrives the fulfillment of the new harvest—with its ever-renewing power to satisfy men's growing needs and desires.

Seventeen body styles in this third Twin-six series—3-25 and 3-35. Open cars, \$3450 and \$3850, at Detroit
Ask the man who owns one

See the Orr Motor Sales Company
40th and Farnam Sts., Omaha. Also Lincoln and Sioux City

