

Men Behind the Nebraska Elcar Company



It is useless to dwell on the value of the Elcar, as the automobile is too old and too well known to make this necessary. Until eighteen months ago the Elcar was an eastern car only, and it was a favorite in the east, too. But after the organization of the Nebraska Elcar company, due to the standing of the men in the organization and the vigorous campaign they inaugurated, the car has become very popular in the west.

Knowing the value of the Elcar, the important question in the mind of the purchaser becomes, "From whom am

I buying this car? Is the company reliable?"

The Nebraska Elcar company with offices and salesrooms at Eleventh and P streets, Lincoln, are factory distributors for the Elcar in Nebraska, western Iowa and part of the Dakotas and the immense number of dealers and purchasers of the Elcar during the life of the Nebraska Elcar company is conclusive proof not only of the value of the car but of the sound business methods and integrity of the gentlemen who compose the Nebraska Elcar company.

The western Iowa and a part of eastern Nebraska territory is handled by the Prince Auto company of Oma-

ha, who are sub-factory agents for that territory under the directions of the main office of the Elcar company in Lincoln. Mr. A. B. Prince, head of the Prince Auto company, is one of the pioneers in the automobile distributing game in Nebraska and his business record and the class of cars he has always handled is an added guarantee of the equality and service of the Elcar.

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VIRGIN FORESTS of gigantic trees and wood for every purpose.
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Read The Bee for Latest News

"The Nebraska State Fair"
(Continued from Page Five.)

unit in backing up the institution of which we can all be proud, and secure in this feeling, it has undertaken one of the greatest experiments not only to the fair people, but to the other side, and have engaged the Carl Hagenback-Great Wallace shows with their trained animals for the entire week of the fair as their free attraction—taking the place of the usual aeroplane and automobile races. This big three-ringed circus will perform daily before the grandstand and you will find a fine array of animals on the Midway.

The Nebraska state fair is not only a successful financial institution, and an educational institution, but this year of 1917 we particularly urge that every citizen of this state will look at the fair with a new light of understanding; we want the fair to be a success this year because of the great good that can be accomplished in the world crisis we are today facing. The efforts put forth to make a splendid exhibit in each department at the fair can only result in added good, not only to the exhibitor, but to the spectator. We are offering even better premiums than were given last year and we expect to put forth our energies to the end that this particular fair will outclass all previous fairs. It is our duty to do this and it is your duty, your patriotic duty, to attend the great Nebraska State fair

September 3 to 7, 1917, in order that the fair may be a success and fill its place in the work being carried on for the sake of humanity and a world freedom.

Lincoln Hat Factory is One Of State's Big Wholesalers

Over 100 per cent increase in business in the last ten years. This is the record of the E. R. Deputy company of Lincoln in business established something like eleven years ago. During the month of July its business was more than for the entire first year of its existence. So rapid has been its increase that the business extends all over the middle west, and it is probable that no wholesale firm in Lincoln can compare with the Deputy company as a consistent and successful trade getter.

The Deputy hats are worn all over the west, and there are, few towns in the Missouri river territory where there is not at least one merchant handling the Deputy productions, which covers not only hats, but caps, gloves, shirts, rain coats, work clothing and many other lines of a like nature.

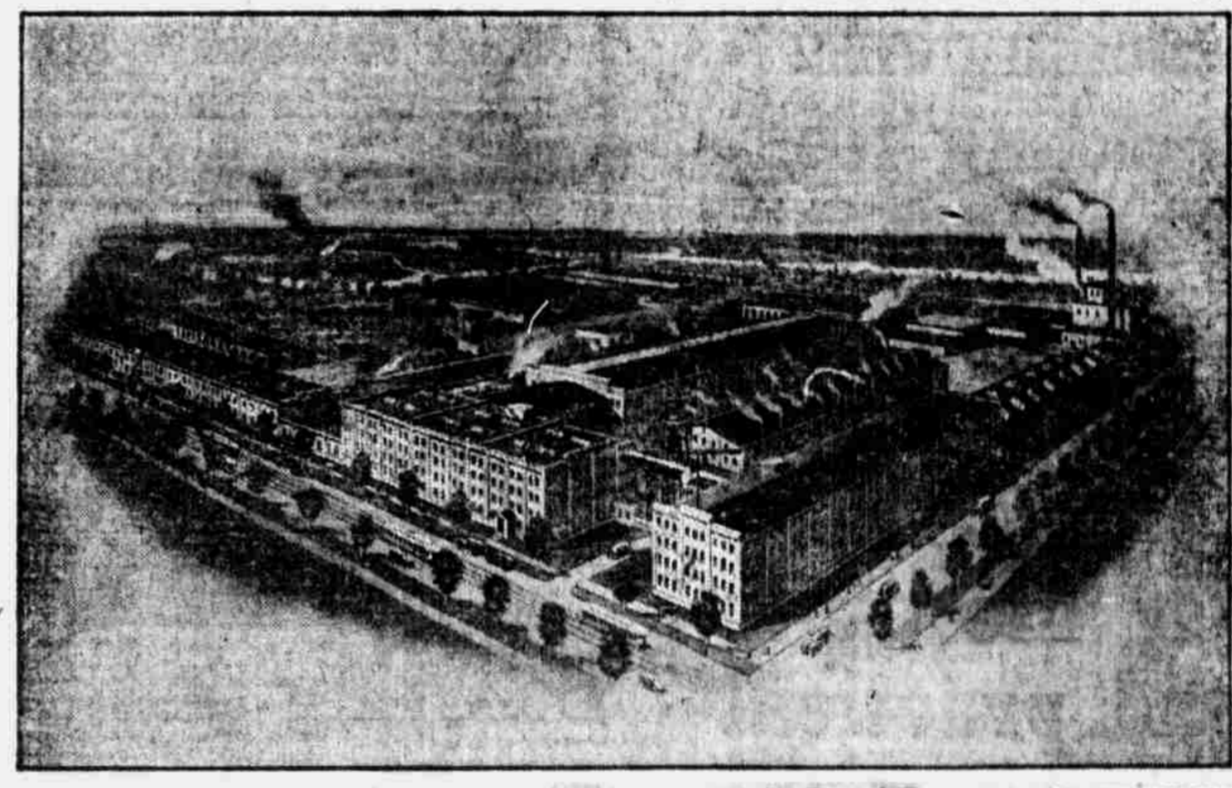
Its main establishment in Lincoln consists of a three-story and basement structure, while the increase in business has forced the company to establish a storage house close by. It has a large force of salesmen, who cover the country in all directions. These salesmen start out the first of September with an attractive line for the spring trade which is hard to beat.

The World's Greatest Light Car Values

It has been the object of the Elkhart Vehicle company ever since it entered the automobile field to offer a car to the motor-buying public which would combine all of the service and beauty features which the American people demand, and at the same time have a car which would be within the reach of the average American

pocketbook and a car which could be operated at a minimum oil and gas expense and very small upkeep, and after a number of years of study and development they offer in the Elcar a medium priced car which meets all of those demands and goes a little bit further and gives all of the features for less than a thousand dollars which are generally found in cars selling for \$1,400 to \$1,600.

The Home of the World's Greatest Light Car Values

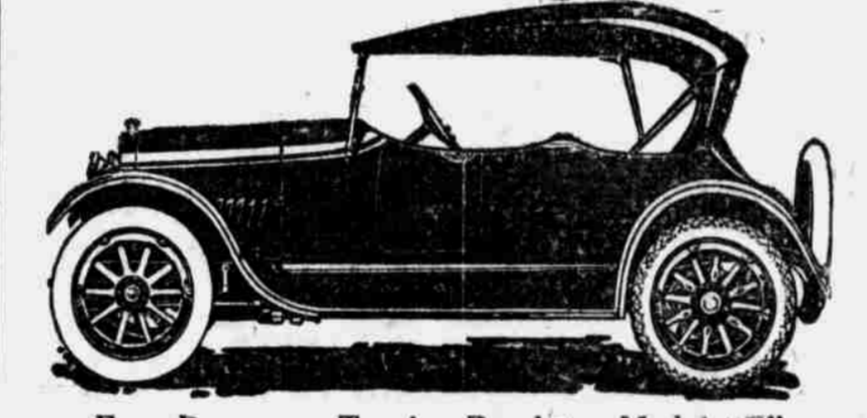


The Home of the World's Greatest Light Car Values

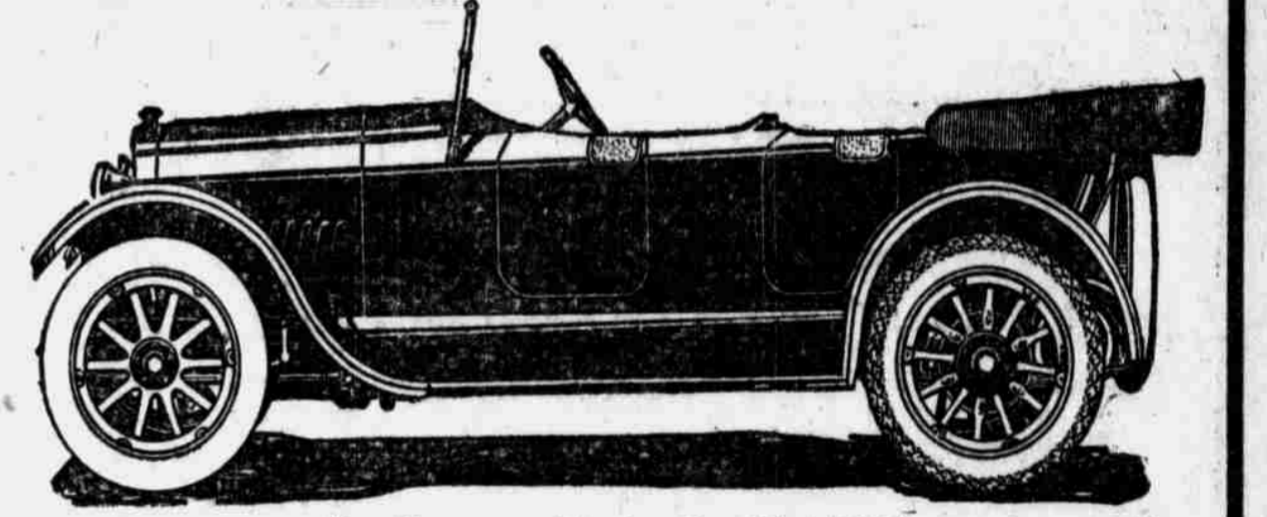
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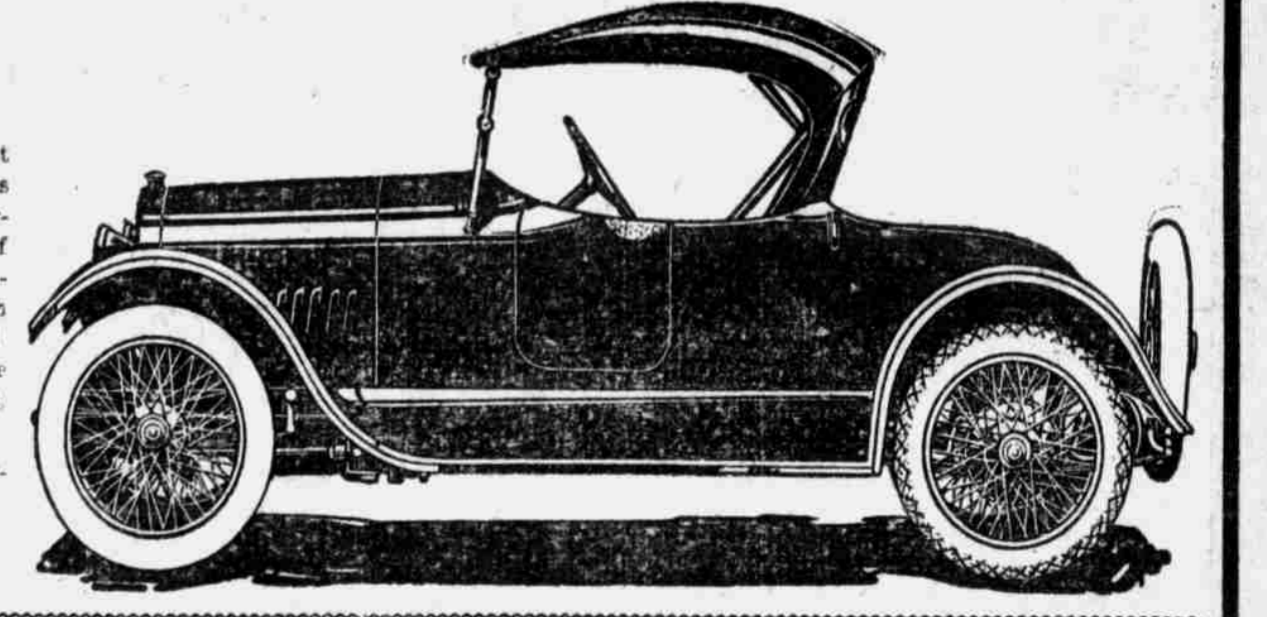
Four-Passenger Touring-Roadster, Model "E"
This type of body is intermediate between the touring car and roadster, presents a very classy appearance, is much favored by small families and especially by young men who wish a car that will accommodate several friends without at the same time suggesting a family car in appearance. It is a car that looks right, whether carrying a single passenger or filled to capacity. There are two forward seats with space between for entering the rear compartment, which is of roomy width. The floor space is sufficient for the comfort of average persons, and is made more adequate by toe spaces cut under the forward seats. The second cowl extends over the backs of the forward seats, adding much by way of appearance, and the seat backs run well around to the sides to insure the highest degree of comfort. In the rear of the body is a commodious carrying space for tools, etc. In construction, upholstery, general finish, etc., Model "E" body is the same as Model "D."



Five-Passenger Touring Car, Model "D"
This model exemplifies all that is most beautiful, and at the same time practical, in modern touring car design. Nothing has been done without full regard to every consideration of comfort and utility, as well as appearance. The top of the doors and body sides is formed by diverting the sheet metal, which together with the sweeping body lines, sloping wind shield and second cowl effect over back of forward seat, produces a distinctive grace that few designers have been able to rival. Hand pads to match the upholstery are provided upon the doors and the inside trim of the doors of both compartments includes a commodious flap-covered pocket for gloves, veils, goggles or any small belongings. The upholstery is deep, the coiled springs in the cushions being eight inches high, thirty-two springs in the forward cushion and forty in the rear. The upholstery is done in high grade "Chase leather" stock, highly finished, and the full interior of both compartments is lined with material to match. The cushions are upholstered in full Turkish style, thus securing a richer appearance and avoiding a seam at the forward edge. Carpet on tonneau floor, rubber mat in forward compartment, foot rail and robe rail in tonneau, scuff plates on all door sills. The fenders are of heavy gauge steel, full crowned and gracefully curved, and the running boards, both clear, are aluminum covered and aluminum bound.

Two-Passenger Roadster, Model "F"

This model should make a strong appeal to those whose needs are best served by a two-passenger car. Unless our idea of beauty is sadly at fault, this is one of the best appearing roadsters to be had, regardless of price. The carrying space in the rear accommodates the extra tire and rim, with plenty of room to spare for tools and other articles of equipment. Under the seat is another compartment sufficiently large to carry a common sized suit case, which is a feature that will be appreciated by those who wish to do touring in a road ster. Access to this compartment is by a door on the right-hand side of the body, so constructed that rain will not get inside. In construction, materials, trim, etc., Model "F" body is the same as Model "D."



- Power Plant**—Unit system on three-point suspension.
- Motor**—Four-cylinder "L" head, 3 1/2 x 5, developing 34.7 horsepower at 1,800 r. p. m.
- Cooling**—Thermo-siphon.
- Fuel System**—Tank in rear; Stewart Vacuum Feed; Carter Carburetor.
- Ignition**—Delco, with automatic spark advance and manual control.
- Starting**—Dyneto two-unit starting and lighting system. Bendix drive on starting motor.
- Lights**—Double bulb head lights, cowl light and tail light; operated from switch set on instrument board.
- Battery**—Willard 6-volt 90-ampere hour.
- Clutch**—Dry multiple disk, Raybestos on steel.
- Transmission**—Selective sliding gear, three forward speeds, one reverse.
- Front Axle**—Drop forged "I" beam; long yokes with extra strong drop forged knuckle; ball bearings in hubs.
- Frame**—Pressed steel, channel section.
- Springs**—Semi-Elliptic, front and rear.
- Rear Axle**—Full floating with spiral bevel driving gears, and roller bearings in differential and at each end of wheel hub; ball thrust bearings.
- Brakes**—Twelve-inch drums with external contracting service brake, and internal expanding emergency brake, each two inches in width.
- Wheels**—Artillery type wood wheels, with demountable rims, regular; wire wheels special.
- Wheel Base**—115 inches; tread, 56 inches; road clearance, 10 1/2 inches.

There are many cars offered for more money which are represented to be of greater value than can be had for any less and in some instances more than is asked for them, but there has never been the equal of the Elcar offered for the same amount of money or for from \$200 to \$300 more. We do not claim for the Elcar that it is the greatest car ever manufactured, but we do claim for it, and its service records prove, that it is the greatest light car value which has ever been offered the motor buying public for anywhere near the price asked for, and if you are in any way skeptical about this claim ask us to prove it.—E. K. BEAUCHAMP, Manager.

Nebraska Elcar Company
11th and P Streets. E. K. BEAUCHAMP, Manager. Lincoln, Neb. Distributors for Nebraska, Western Iowa and part of the Dakotas. Dealers will have to do business quick to get territory.