

STUDEBAKER HAS LONG JUMP RECORD

Dealer in Kansas Town Frames Up Unique Test to Show Stamina of the Chassis.

"When one of our dealers out in a small Kansas town sent us word that he had a new and startling test to convince prospects of the staunch construction of Studebaker cars, we were, of course, interested in the event," says R. T. Hodgkins, general sales manager of the Studebaker corporation.

"We found that he had built a platform in the middle of a street, over which he drove a Series 18 stock Studebaker at express train speed. As the car left the incline it leaped through the air for a distance of 54 feet, striking with tremendous force on all four wheels.

"This test to which the Kansas dealer subjected our cars, severe as it was, did not impress us so very much. Of course, we congratulated the dealer upon his ingenuity—but we let it go at that.

Try It in California.

"Later, another Studebaker dealer in San Luis Obispo, Cal., hearing of the jumping stunt, decided to stage one of his own. His method of conducting the event was practically the same as that used by the Kansas dealer, with a record breaking crowd lined up on both sides of the street to witness the spectacular leap. Taking the incline at a mile a minute speed, the driver of this Studebaker shot his car through space for a distance of 79 feet—four inches. Then, amid the cheers of the hundreds who had gathered to witness this demonstration of Studebaker sturdiness, the car came to a halt for the rigid inspection of those 'doubting Thomases' who expected to see it crumple up when it had struck the pavement with such terrific force.

"Not a particle of damage was suffered by the Studebaker in either of these jumps—not a bolt loosened and not a single piece of mechanism out of place. No adjustments were made of any kind, either before or after the plunge into space."

Paige Auto Covers 41,855 Miles Without Repairs

Forty-one thousand, eight hundred and fifty-five miles in public service without a replacement is the record of a Paige automobile owned by D. G. Burkhardt of Dayton, O. Mr. Burkhardt purchased the car in April, 1914, and immediately placed it in the rental service. From that time until now, a period of three years and six months, the car has been in almost daily use and never once has been laid up for repairs.

"I have kept an accurate account of my gasoline, oil and tire bills," says Mr. Burkhardt. "The car has used 2,506 gallons of gasoline and 52 gallons of lubricating oil. The average has been about 17 miles to the gallon of gasoline and nearly 800 to the gallon of oil. I recently bought my sixth set of tires, getting an average of almost 8,000 miles for each tire.

"Most of my trips have been from a few miles to a day's run. This summer, however, I took a party on a 24 days' run through Colorado, the round trip being 2,950 miles. The car carried a 1,100-pound load."

New Unique Headlight Accepted by Authorities

The Stewart-Warner people have recently put on the market a unique headlight lens which bids fair to occupy a strong position in the sales of his type of accessory. The new lens is shaped like a cylinder and is ground in the same manner as the present Stewart lens. It fits over the electric light bulbs and the reflectors accomplish the same effect as the old Stewart lens. This device has been accepted by both Chief of Police Dunn and Sheriff Clark.

MOTOR CAR MAKER VISITS HERE SATURDAY.



W. O. ALLEN.

Yesterday W. O. Allen and Les Place, respectively general manager and sales manager of the Allen Motor Company, manufacturers of Allen cars, arrived in Omaha on a 30-day tour, including St. Louis, Chicago, Omaha, Des Moines, Minneapolis, Kansas City, Dallas, San Antonio, Houston, New Orleans, Montgomery, Birmingham, Denver and Memphis.

Mr. Allen, as general manager of the Allen Motor Company, states that the reason his company can so well gauge the demands of "most of the people all of the time" lies in the fact that Allen engineers follow the public demand in planning each new yearly model.

He said: "Never the first to adopt the new nor the last to give up the old, we follow a manufacturing policy that assures a capable, good-looking, long-lived product."

"Avoiding freak designs, our bodies are always in style; our motor and mechanical construction can always be depended upon. I need not say that economy of fuel, oil and tires continues to be the best repeat sale maker our cars have."

"This new Allen model, with its flat, speedy lines, fine upholstery and finish and sturdy construction, can be partially appreciated upon sight. To fully appreciate it one must hear the history of one of our first new Series 41 stock models."

Overland Salesman in Land of Nippon Visits America

Bringing with him tales of annual commercial development in Japan, Y. Sugita, former University of Chicago graduate, now a representative of Shima & Co., Willys-Overland distributors at Osaka, Japan, has just visited Willys-Overland headquarters in Toledo to make arrangements for 1918 shipments.

"Japan today is enjoying undreamed of prosperity," stated Mr. Sugita, discussing the prospects for 1918. "For the first time in our history exports are greater than our imports. All our arsenals are working day and night making munitions."

"With our largest competitors in manufactured goods centering every particle of energy on war supplies, we now have Chinese and East Indian markets almost entirely to ourselves. "We are also exporting quite a few articles to Australia."

Stutz to Again Be Seen Along Auto Row

Another fine automobile will soon make its appearance along the auto row. The Stutz is the car and it will be handled by the Haarmann-Loeke Motors company. In speaking of this contract William Loek asserts that the Stutz is well known in Omaha, although it has not been handled here for some time. It is one of the fastest stock cars on the market and has a quality reputation beyond reproach. "We anticipate no trouble in disposing of all of these models which we can get from the factory," said Mr. Loek.

BILTWELL SIXES IN NINE BODY STYLES

Velle Company Announces Fine New Line of Cars, Each One of Which Is Decidedly Different.

The Velle Motors corporation has a new line of "Biltwell" Sixes—nine body styles in all, each decidedly different and embodying many features worthy of mention. Mechanically the car is continued much as before. The Continental motor has proven itself without question. The Timken equipment has been satisfying under all conditions. A disc clutch and other details of similar importance are included in the Velle simply as an essential of better construction.

The new Velle bodies are decidedly different. The radiator is higher and the hood line continues in an unbroken roll back to the rise of the rear seat. The doors are noticeably larger, while the seats themselves are

deeply upholstered in long plaits of real leather. The five and seven-passenger touring cars form the basis of the new Velle line. Then there are two roadster models and a closed car group comprising a coupe, sedan, cabriolet and town car. A four-passenger sport model, with outside exhaust pipes, low body, victoria top, and all the earmarks of a real speed car, completes the line.

E. B. Wilson to Go to Springfield-Overland

Formal announcement was made last week to the effect that E. B. Wilson, manager of the Willys-Overland, Inc., Omaha branch, has been appointed manager of the Overland branch at Springfield, Mass. He will leave for there today.

This change came as a result of the purchase by the Van Brunt Auto company of Council Bluffs of the Willys-Overland branch.

Mr. Wilson has made an excellent record in Omaha and his new position carries with it quite a substantial increase in salary.

You can secure a maid, stenographer or bookkeeper by using a Bee Want Ad.

Exide Battery Service



All Makes—All Cars
THE FIRST LAW
a wise motorist observes is care of the car. Don't wait until your battery freezes. Come in now and have it attended to. See us about storage if you don't intend to use your car this winter.

DELCO EXIDE Service Station
R. C. SMITH, Manager
2024 Farnam St. Douglas 3697.
Omaha, Neb.



FACTS

MOST any truck can do the exceptional feat on a special occasion. Sensational truck performance, though, does not make or save money for the owner.

Service all hours of the day or night is the only thing that should interest you when buying your motor truck.

Read Mr. Powers' letter—

Wayne, Neb.

NEBRASKA BUICK AUTO COMPANY,
Lincoln, Neb.

Gentlemen:

I have been using a 3-4 ton GMC truck for the past four months, and find it a great help in my business. My hauling is dray work in general. Prior to the purchase of the GMC truck, I used three teams. Now, I use two; but my business is far better than I have ever known it to be, and I am doing lots of long hauling, such as moving household goods from and to neighboring towns, that I had never attempted to do before.

I find that one man can do as much work with this truck as two men and two teams.

I have never had a moment's delay due to breakage or anything of that sort, and the motor seems to do better every day.

I am well pleased with the GMC truck and would advise any one on the market for a truck to buy no other.

Yours very truly,
FRANK POWERS.

Out on the road—in mud, sand, snow and ice, on steepest grades and under all weather conditions, GMC Trucks will give twenty-four-hour service if need be.

Nebraska Buick Auto Co.

LINCOLN
OMAHA
SIOUX CITY



You will sense among Liberty owners a feeling about their cars that is almost that of affection.

The Liberty satisfies their practical desire for performance—their artistic desire for beauty—their physical desire for comfort.

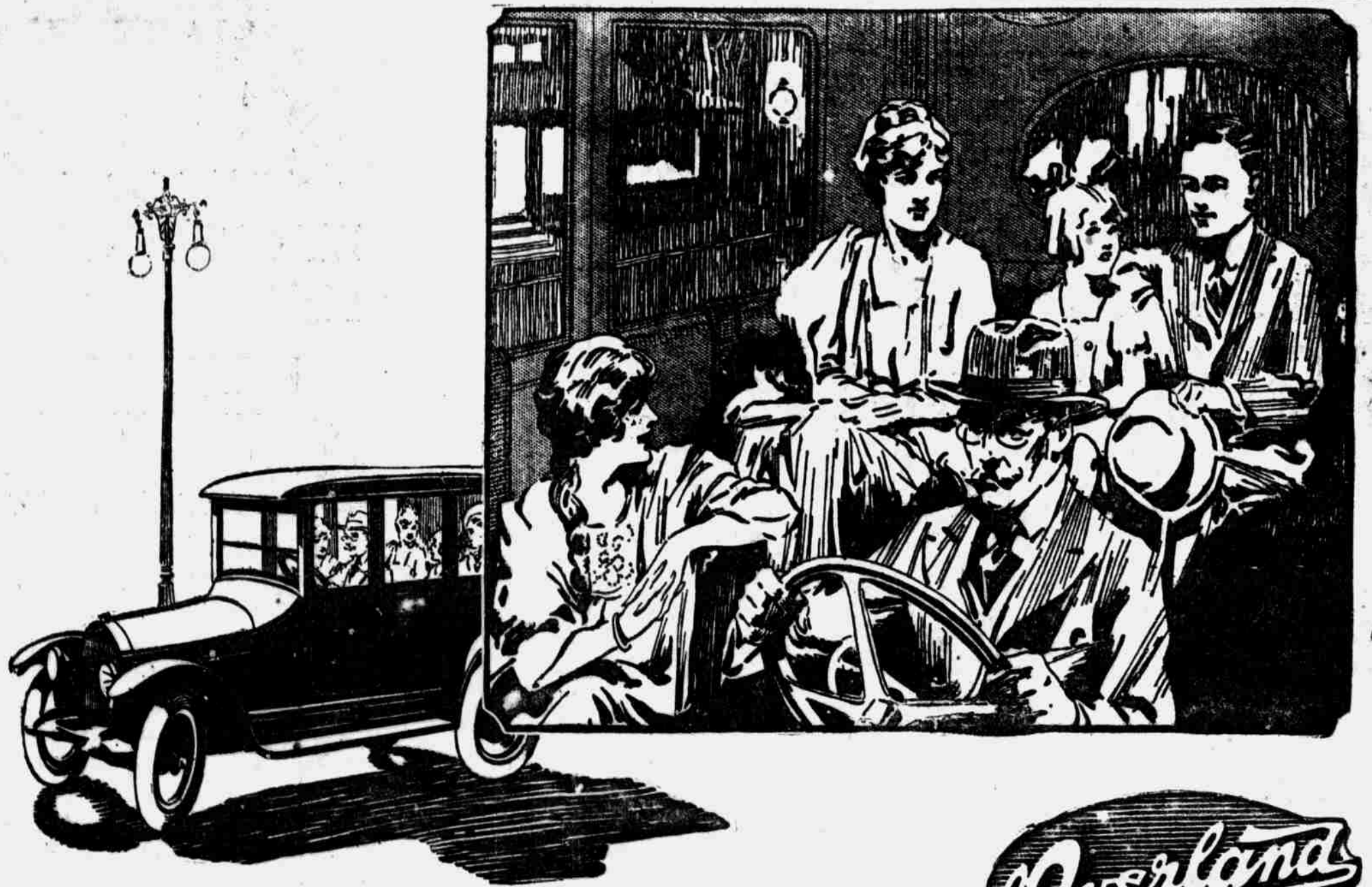
There is a difference in the way the Liberty rides and drives.

You must drive it—you must ride in it to appreciate the meaning of its superiority.

W. M. CLEMENT MOTORS CO.
2514 Farnam St., Omaha, Neb. Phone Doug. 5218.
Distributors Central Nebraska and Southwestern Iowa.



LIBERTY SIX



This Christmas Present Gives Your Country a More Useful Family!



Our households are the nation's strongholds!

Right now is not too early for you to decide to make this Christmas a day that will benefit your Country.

You can perpetuate the true spirit of the day by giving your family this Model 90 Sedan. It will enlarge the radius of your usefulness and add to your efficiency as a household and as individuals.

With it you protect your family's health and multiply your family value to your community.

The good from this Christmas expenditure is lasting.

Bad weather is no barrier to achievement for those who are equipped with this utility car.

You need this car with its all-weather protections and accommodations to help you in your business; to help you save time and energy.

It is a practical service car, built for reliability, steady use at economical cost.

That it is fashionably correct for social purposes is not as important as its value as a first aid for better living.

There is spacious room for five adult passengers.

The two doors are staggered. The two front seats are individual, with aisle-way between. The top and the window pillars remain up permanently.

The windows drop into the sides of the body and doors, and are adjustable at the desired degree.

There is a dome light in ceiling, three silk roller curtains, parcel pockets at both sides of rear seat, foot rail, windshield wiper, and nickel handles to close doors from the inside.

The entire top and sides are decorated with gray and black striped cloth. Every inch of the floor is covered with thick carpet to match the walls and ceiling.

The body is Brewster Green with black top.

It has 4-inch tires, non-skid rear; 106-inch wheelbase; Auto-Lite fueling and lighting system and vacuum feed.

Why not buy your Model 90 now and get the good from its service?—at least order yours now for Christmas.

Light Four
Model 90
Small Sedan
\$1240

f. o. b. Toledo—Tax Free

Price subject to change without notice.

WILLYS-OVERLAND, Inc., Omaha Branch

SALESROOMS
2047-49 Farnam St.,
Phone Douglas 3292.

WHOLESALE DEPT.
1916 Harney St.
Phone Douglas 3290.