

SIXTEEN-VALVE MODELS MADE BY STUTZ CONCERN

Four New Jobs Given Different Shape Through Novel Hood and Radiator Design.

Four new 16-valve models, changed here and there in a chassis and fitted with new bodies, which show marked departures in certain details from the former series, is the new season's Stutz offering.

The four models are: The Bearcat, on a 120-inch chassis; the roadster, the four-passenger and the six-passenger, which will hold seven comfortably. The latter three have a 130 wheel base. It is noticeable at a glance that the bodies have a smoother outline than before, the hood and radiator have a different shape, and because of a wide cowl the front portion appears to be much longer. The characteristic double cowl in the four and six-passenger models has been removed, and the back of the front seat extends slightly above the body sides.

Changes Are Few.

The four-passenger, a particularly clever piece of body work, might be called a strict close coupled design following out the general lines of the six-passenger. There is more room in this model than last season's four-passenger; there is a large carrying space under the rear deck; the doors are larger, and on the whole the body is perhaps as good an example as one can find in a car of this type. The Bearcat body has few changes aside from those in its radiator and hood. On all models this year there is the same sort of spare wire fence carrier as on the 1917 roadster, except that the wheel is held vertically instead of horizontally. It is simply a dummy hub fitted with an easily removed locking device. There is now an instrument board instead of the usual dash, new type Hartford absorbers are fitted, and the tire size changed to 32 by 4 1/2. C section tires, instead of 34 by 4 1/2 inches.

Sixteen-Valve Engines Only.

The company is manufacturing only four-cylinder cars, with 16-valve T head engines, which means the eight-valve offered optionally last season has been removed from the line. The design of the engine, which has proved remarkably successful this last season, is unaltered, which also may be said of the cone clutch, power transmission system, the three-speed rear axle gearset and the axle proper. The cylinders are 4 1/2 by 6 inches and are cast in bloc. Being a T head, there are two camshafts, each operating eight valves on a side, the valve mechanism being enclosed by seat cover plates. Fuel is fed under pressure to a Stromberg carburetor attached to an external manifold. A hot-air pipe reaches across the block between the second and third cylinders. Separate Remy units are used for starting and lighting, the latter being driven from the water pump shaft on the left. Ignition is by magneto.

Automobile Poker

"FROM THE KING." There are FOUR OF A KIND for the DEALER to SHOW YOU when you CALL. Some hold SEVENS. Some FOURS. And some THREES. But every car is an EIGHT. Draw any one of them and you will never DISCARD IT. A car that you will not PASS BY. One that doesn't cost a POT OF MONEY. Fit for the QUEEN to ride in. You don't have to JACK it up for REPAIRS. It is not a JOKER, and there is no GAMBLE when you CHIP IN and buy. A PACK of 'em sold.

SMART LINES MARK NEW JORDAN CARS

Sport Limousine, Four-Passenger Brougham and Sport Marine Are 1918 Operations.

Fashionable lowness, long sweeping lines and a smart, tailored appearance mark the newest Jordan creation which is to be the feature of the Jordan display by the Dill Motor company at the auto show. In company with the four-passenger brougham and the new Sport limousine, the Sport Marine presents a striking picture.

The new car is the culmination of the Jordan idea in motor car building. In the words of the builder and designer, Edward S. Jordan, "It is what I have had in mind ever since the first Jordan car was brought out and was designed in what I believe is the only practicable way to design a motor car—and that is from the motorist's point of view."

The car is built to satisfy the tastes of the buyer who demands style, art and individuality. Its every line suggests ability and good taste. Tailored top, punting windshield, Silvertown cord tires and wire wheels all combine to bring out its sporting lines.

Two Optional Colors.

Two optional colors, Briarcliff green and Ascot maroon, give room for an expression of individual taste. It is as Jordan describes it, "a custom-made car at a stock price."

But, aside from the car's beautiful lines and finish, it is probably the most completely equipped car to be exhibited at the show. From bumper to tail light it possesses everything for motor comfort, convenience and safety.

The car's standard equipment includes wire wheels, Silvertown cord tires, Macbeth green visor lenses, Waltham sport clock, tonneau light, tailored top, with curtains that open with the door; Troy sport windshield, 75-mile speedometer and traffic bumper.

Parts of Highest Standard.

The Jordan chassis includes only standard parts of established reputation, such as Timken axles and bearings, Stewart-Warner speedometer, Delco starting and lighting system, Stromberg carburetor, Bijur generator, Willard batteries, Spartan signals, Burbank top material, Goodrich tires, Solar lamps and Fedders radiator.

MANAGER ALLEN IS PREDICTING A BIG BUSINESS

Use of Passenger Automobiles Will Be Greatly Increased During the Coming Season.

Speaking of the automobile outlook, W. O. Allen, general manager of the Allen Motor company, said: "We feel that the automobile atmosphere is now cleared, and that we can all expect a business of normal proportions or even greater than normal. No one who looks below the surface can deny that passenger automobiles are a vital necessity to the people of this nation. From the farmer to the city dweller they are daily used to accomplish real work that would remain undone without them."

"The question that arises in my mind is whether automobiles are enough used to accomplish all that they can accomplish to help today's industrial situation. The business man needs a car so that he can multiply his activities and increase his capacity by making four to 40 calls a day. The housewife should use her car and group her shopping and buying of home supplies, so that she can take all her purchases with her and cut down the load on store deliveries that is now a pressing question."

Advantage to Farmers.

"The farmer needs his car for communication with town, for supplies, for repairs, for farm equipment, and for a dozen errands that will help him run his farm at top capacity."

"Most earnest people are trying to do more and better work in their particular sphere, than they ever did before, for by so doing they help the general cause. And they are finding the automobile a great assistance. Used in this way no one in national councils is disposed to criticize the use of the automobile. And used for such purposes the supply of gasoline will be adequate for all. The gasoline situation is not critical or frenzied. Cold figures show that there is a plenty if waste usages are curtailed."

Prefer Light Cars.

"And in this gasoline situation people are inclined to favor the moderate sized, lighter weight cars with four cylinder motors, since such cars show greatest economy and utility. I do not say this because we build such a car, but because it is a very logical condition. Parenthetically, we choose to build such a car because we have, from the beginning of our business nearly six years ago, looked upon the utility phase of automobilism."

"Yes, I would say that the automobile is now coming into its own as a general utility factor in American life. In the next few years people will come to regard the motor car more highly than ever before, and it doesn't take a prophet to see that this year's demand is likely to exceed the supply of cars of practical type. We have just received in our warehouses over \$1,000,000 in raw material. That is how we feel about it."

Paige Executive Points

Out Automobiles Are Vital By HARRY M. JEWETT.

President Paige Detroit Motor Co. When the first crude self-propelled passenger cars were designed the inventors had only a partial vision. Twenty years ago there was apparently no idea entertained even by the enthusiasts that a gasoline motor car for the individual driver would be anything more than a luxury—a more or less practical toy to provide open air recreation for the comparatively few who could afford to operate the strange contrivances.

In the span of a generation the entire situation has changed and the conception of the automobile has been completely revised. It is now regarded and accepted as a standard and indispensable utility, a vital link in our chain of transportation.

The proof of this is found in the fact that of the 4,000,000 cars now in service 40 per cent are used strictly for business purposes, with a big percentage of the balance of passenger cars used in some degree for utility purposes. This is an authoritative statement made by Alfred Reeves, general manager of the national chamber of commerce.

It is very hard to draw the line where utility with an automobile ends and so-called pleasure riding begins. President Wilson's form of relaxation from government cares is an automobile ride every afternoon—a necessity for his continued good health. Hundreds of thousands of professional men and business men of all kinds are using cars as a part of their daily routine and not one-tenth of the service these cars render comes under the head of pleasure or recreation. The other day a well known Detroit business man said to me: "You don't realize what a necessity the motor car has become just as a plain factor of transportation. You are a maker of automobiles. If your car is the victim of an accident and is temporarily out of service there are plenty of cars around the factory you can press into service. You would not be up against it as I was yesterday. My car was bumped by a careless driver and put out of commission for a short time and had to be sent to the service station. I was down town and wanted to go to my factory. It took me two hours to get there by street car. I could have made it in 15 minutes in my automobile. My whole afternoon was shot to pieces."

As a matter of fact most of us take the service of the motor car as a matter of course and fail to realize a vital part it plays in transportation and as a factor of business. It is like the telephone. It has demonstrated its utility to such an extent that it is universally used for utilitarian purposes and has become indispensable. We could not get along now without the telephone. We can't get along without the car. It has become an integral part of our business structure and our economic system.

And now, because of the war and the economic conditions it has created, the motor car is not only indispensable, but more than ever before should be run and kept running the year around, so that it may play its full part as a practical conservator of time, energy and money and a constructive agent for efficiency.

IN seating-room and leg-room, the new Hupmobile is identical with the model which preceded it—a car whose equal roominess weighed 600 pounds more and took up seven inches more space.

Its roominess is augmented by superb performance, riding ease that invites complete relaxation, and all-around economy that fits in perfectly with war-time ideas. It is, indeed, *The Comfort Car*.

The remarkably easy starting of this Hupmobile on cold winter mornings is far from being the least of its comforts.

HUPMOBILE COMPANY OF NEBRASKA

G. H. HOULISTON, Mgr.

Factory Branch

2223-25 Farnam St., Omaha.

SPACE J ANNEX AT THE AUTO SHOW.



WHITE MOTOR CARS

at the

Automobile Show

THE Sixteen-Valve Four is an important step forward in the new trend of power plant development—utilizing the full capability of each cylinder rather than mere multiplication of cylinder units. Power and flexibility have been obtained by the simplest means.

In the new White motor, four cylinders accomplish the result of two or three times this number. Performance is even more satisfactory because of greater freedom from complications and is indefinitely maintained at its best by the simplicity and ruggedness of the four-cylinder type.

A standard of fine quality and design which affords infinite satisfaction. A standard of service which saves time and energy in these days of urgent duties. A standard of four-cylinder efficiency which economizes fuel and operating cost.

THE WHITE COMPANY, Cleveland, O.

Nebraska White Company

FRED C. ROGERS, Manager.

2417 Farnam St.

Omaha.

Tyler 1767.



Here's the Still Better Willard

Here's the Willard Battery with Threaded Rubber Insulation which made such a remarkable record in two years' test on 35,000 cars.

Come in and let us explain the vital importance of this better battery insulation in postponing the day of repairs.

Don't forget, either, that we're still on the job to help you get long life and service from your battery.

NEBRASKA STORAGE BATTERY CO.
2203 Farnam St. Omaha. Phone Doug. 5102.

Authorized Willard Service Station.

STORAGE BATTERY
Willard
SERVICE STATION