

AUTOMOBILES

MAXWELL DOUBLE EXHIBIT

Have Magnificent Display at the Auto Show as Well at the Rome Hotel.

POTION PICTURE ARE SHOWN

Nothing in show history ever equalled the elaborate preparations made for the Omaha Automobile show this year by the Maxwell Motor company.

At the Auditorium exhibit will be found the famous Maxwell cut-out chassis which made such a tremendous hit at the New York show and is without doubt a wonderful departure from anything of its kind ever before attempted.

The chassis is a work of art, a masterpiece, all sectioned and every part lighted with a myriad of tiny electric lights, every secret of the motor car is exposed, motor turning, transmission gears meshed and the rear wheels spinning.

If you don't clearly understand what takes place when you shift the gears, a glance through the window in the side of the case will show you. If you want to know what a floating axle is, a glance in the rear of the chassis will show you; differential likewise is exposed to view. The motor is most completely sectioned to show the working of the valves, the pistons and the crankshaft. Every working part is open and in plain sight. In short, there never was a cut-out chassis like this year's Maxwell; every part of the motor and its operation is open to inspection and most easily explained and comprehended. It is an education in automobile operation that any amateur can readily understand and appreciate.

Exhibit at the Rome.

In addition to the splendid exhibit at the Auditorium show, the Maxwell Motor company has opened special headquarters at the Rome hotel where the executives of the various departments of the Maxwell Motor company can be found by dealers and others who have special questions to ask.

The Maxwell headquarters are fitted up for the comfort and entertainment of all automobile dealers regardless of whether they are members of the Maxwell family or not. Special provisions have been made for their entertainment with the usual Maxwell hospitality and arrangements have been made to show the wonderful motion pictures entitled, "From Mollen Steel to Automobile," daily. These pictures show every process in the manufacture of a Maxwell from a steel bar to a complete car. Here also may be found a duplicate of the famous cut-out chassis for the convenience of those who are unable to get close to it at the Auditorium show.

Jacksons Have Full Elliptic Springs

"Many of the people who look over our cars," says John Mark, superintendent of the Jackson Automobile company, "ask us why we use four full elliptic springs. The use of other types is so general, that the prevailing idea seems to be that they provide all the spring action that is necessary or desirable in a motor car.

"If you stop and think for a moment, you will remember that the easiest-riding carriages are fitted with full elliptic springs all around. So, in the case of the Jackson, we have simply taken the carriage builder's idea and applied it to our cars. It is a fact, too, that the full elliptic spring equipment gives an action 25 to 50 per cent greater than other types commonly used; and the action is easier and softer.

"This equipment is quite unusual, so the questions we get on the subject are quite natural. I know of but one other car that carries full elliptic springs front and rear."

Cold Blasts Cause Sciatica.

Sloman's Liment will help your sciatica. Get a 50 cent bottle now; it penetrates, kills the pain, stops many aches. All druggists.—Advertisement.



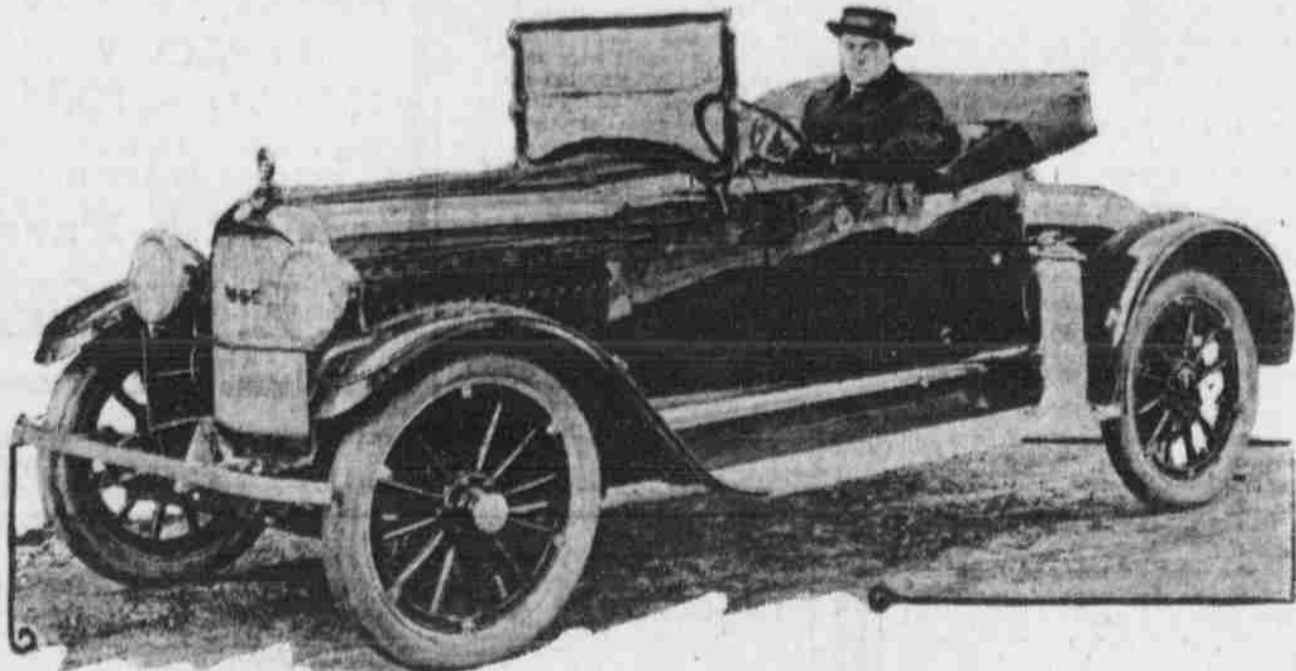
The Maxwell Motor Sales Corporation is exhibiting at the Omaha Automobile Show at the Auditorium, all three Models of the Maxwell "Wonder Car," and a Special Exhibit will be found at Rome Hotel, Rooms A 39 and A 40.

This gives the public and the automobile trade an opportunity to compare the "1915" \$750 Maxwell (with its 17 new features) with other automobiles of every price.

The "meeting place" for all dealers will be the Maxwell Headquarters at Rooms A 39 and A 40, Rome Hotel.

Maxwell Motor Sales Corporation.

New Paige Car for Assistant Fire Chief



At the Automobile show there is probably no machine that is attracting more attention than the Paige car, one of which is on exhibition at the Henshaw hotel, purchased for the chief of the Omaha fire department. It is in the ladies' cafe.

The Murphy-O'Brien company has the agency for the Paige, having several on

exhibition in their show rooms, Eighteenth and Farnam streets, and others at the show. In the car shown in the picture in The Bee it will be noted that a man occupies the seat of the roadster. This man is J. F. Good, who has come from the Paige factory to remain during the Automobile show, aiding the Murphy-O'Brien company and also appearing

as one of the speakers at the banquet at the Henshaw at 7 o'clock Wednesday night. At the banquet the Paige Automobile company will be the host. Covers will be laid for 150 people and all those in this territory who have to do with the pushing of the Paige car will be the guests.

GREAT YEAR FOR TOURING

J. J. Cole Sees Wonderful Benefits from Tourists Traversing Various States.

CAR BUILDERS WILL ASSIST

"The year 1915 will be the greatest touring year that the United States ever saw," writes J. J. Cole to the Automobile company of Philadelphia, the local Cole dealers here. "It will result beneficially to the entire country, too. California will not reap all the benefit. Every state will come in for its share. The wholesale personal education relative to every state traversed will result in a distribution of wealth up to this time unknown. It will result in interstate investments which could never come from merely looking out of car windows. Americans as a rule, don't buy sight unseen. Once they have crossed the country in an open car they will see for themselves many waiting opportunities to invest profitably—aside from the fact that they will spend a great deal of transit purchase money, from which every state will benefit.

"Manufacturers of motor cars now have a real chance to show their appreciation of the public's patronage. They also have a chance to prove openly the permanence and unlimited practical benefits accruing from the industry which they comprise. I believe they will grasp the chance, too. I believe every public-spirited builder of cars in the nation will throw his power into the situation and help the country to realize the need of the great trans-country highways and to educate the people themselves to such an extent that they can predetermine with their votes and their influence just how their good roads taxation shall be spent."

Robertson Buys Stearns-Knight Car

M. M. Robertson, the well known business man of Omaha and proprietor of the up-to-date Evans steam laundry, stepped into the McIntyre Auto company booth at the show Monday evening and bought a Stearns-Knight car. Mr. Robertson says that he has failed to find anything in the automobile line that suited him

FIRST AUTO BUILDER IS AT THE OMAHA AUTO SHOW.



ELMER APPERSON.

like the Stearns-Knight hand made car. He expects to do considerable touring this summer.

Compton is Manager.

Jack Compton has signed a contract to manage the Dayton base ball club of the Central league. He succeeds John Nee, who resigned recently to go into business. Compton, who is a pitcher, has been with the Dayton club for five years.

Most Valuable Cars

AT THE SHOW

Dollar for dollar, the Chalmers Light Six-48 offers the most real automobile value.

In beauty, in power, in speed and mechanical features it stands clear above all others.

And it has proven itself

Cheapest

to drive, because its upkeep cost is lowest. Inspect this car at the Motor Show and let us answer those questions which are bothering you.

Our Salesroom is also an exhibit of considerable interest to you, and you will be cordially received.

Stewart-Toozer Motor Co. OMAHA.

Also Agents for PIERCE-ARROW 2048-50-52 Farnam Street.

matism that no "reckless, law-defying" riders will be tolerated in the club.

President A. H. Coffman of the Federation of American Motorcyclists is making a business trip to the west coast, and will visit many of the motorcycle clubs in the cities en route.

Two motorcycles have been ordered by the Indianapolis police department for use in answering emergency calls at substations. In the spring the department expects to install a motorcycle at each substation.

A campaign to increase the membership to 500 is being waged by the Portland (Ore.) Motorcycle club. The club now has 250 live members, but it is the hope that by New Year's day this will be raised to 500.

"A real back-to-nature vacation, such as can only be enjoyed by a motorcyclist," That's the way Eddie Ferrin of Stockton, Cal., describes his trip this

summer through Shasta and Crater Lake National parks.

With his wife and 4-year-old daughter riding in a sidecar, J. H. Needham of Bristol, Va., has just completed a 600-

mile motorcycle trip through Iowa, Minnesota and Wisconsin.

Both Detroit and Grand Rapids are asking for the 1915 Michigan state P. A. M. convention.

USE COCOANUT OIL FOR WASHING HAIR

If you want to keep your hair in good condition, the less soap you use the better.

Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and is very harmful. Just plain milled coconut oil (which is pure and entirely greaseless), is much better than soap or anything else you can use for shampooing, as this can't possibly injure the hair.

Simply moisten your hair with water and rub it in. One or two teaspoonfuls will make an abundance of rich, creamy lather, and cleanses the hair and scalp thoroughly. The lather rinses out easily, and removes every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves it fine and silky, bright, fluffy and easy to manage.

You can get milled coconut oil at most any drug store. It is very cheap, and a few ounces is enough to last everyone in the family for months.—Advertisement.

Motorcycle Notes

"It was the best vacation I ever had," said F. E. Karstake of Oakland, Cal., upon his return from a 700-mile motorcycle trip to Mount Lassen.

S. C. Boggs, engineer for the deaf and blind institute of St. Augustine, Fla., has just returned from a 1,000-mile motorcycle trip to his home at Seneca, S. C. The Kentucky Motorcycle Touring club of Louisville has sent out an ultimatum that no "reckless, law-defying" riders will be tolerated in the club.

Set it side by side with any FOUR and Judge

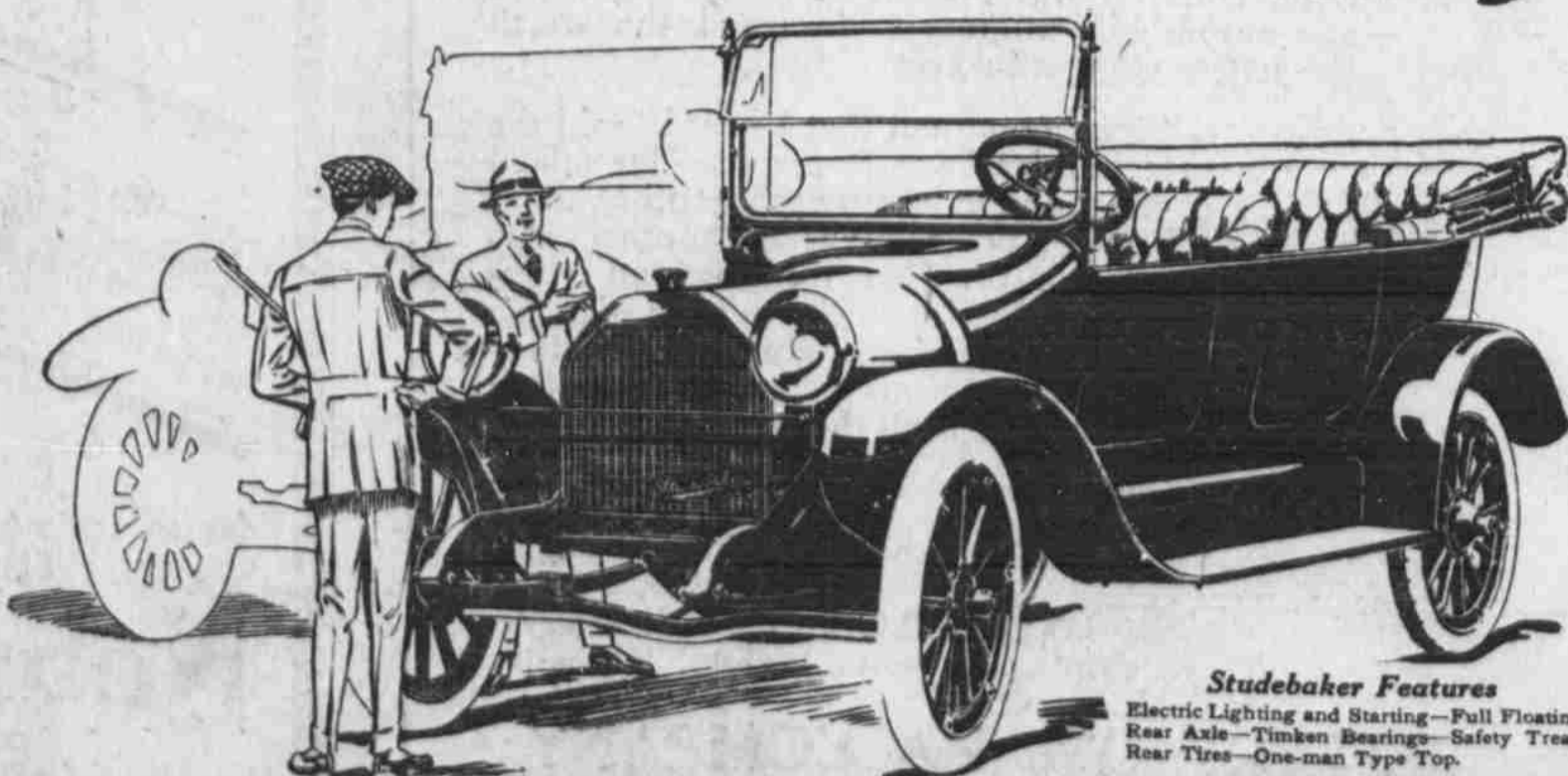
That's the way to buy a car: see what each has to offer at its price before you make up your mind. It's the only way to be sure you're getting just what you want—and it SURELY is the only way to appreciate how much you get in this Studebaker FOUR at its price of \$985.

And it's just such a test that Studebaker is eager to have you make. For when you stand this Studebaker FOUR side by side with other cars, you'll find that at \$985 it gives you all that you can get in any FOUR that costs more—and more than you can get in any FOUR that costs you less.

You'll find over-abundance of POWER—and a FULL-floating Rear Axle—and a COMPLETE equipment of Timken bearings—and a perfect balance and alignment of the chassis that makes it EASY-riding and EASY-driving. You'll find it one of the handsomest cars you ever laid eyes on—but above all, a car that is LOW in upkeep cost.

Why not look at this Studebaker FOUR today? Even if you are not going to buy until May, it's worth while knowing now what you CAN get for \$985, and how needless it is to pay more. And you may, you know, decide not to miss the pleasure and the conveniences of a car this Spring. So see it and test it and be CRITICAL. We'll welcome any tests you care to make.

-because it's a **Studebaker** FOUR \$985



STUDEBAKER-DETROIT
Omaha Factory Branch, 2550-2-4 Farnam Street
"Studebaker Wilson" Local Dealer, 2429 Farnam Street

Studebaker Features
Electric Lighting and Starting—Full Floating Rear Axle—Timken Bearings—Safety Tread Rear Tires—One-man Type Top.
Studebaker ROADSTER, - - \$ 985
Studebaker LIGHT SIX, - - 1385
Studebaker SIX-7 passenger, - 1480
F. O. B. Detroit