

AUTOMOBILES

BUSINESS MEN ARE TESTING OUT AUTOS

Maxwell Machines Placed at the Disposal of Different Firms Each Day.

REPORTS OF TESTS ARE MADE

The great number of motor car buyers in Nebraska will pay strict attention to the present Maxwell advertising and publicity campaign that is now being given by the Francis-Cullis Auto company, the local distributors for the Maxwell Motor Sales corporation.

Starting last Thursday and continuing for one week they are making a 1,000 miles utility test of the 1915 Maxwell car from a standpoint of just what the car will do and what the cost of maintaining and operation will be in practical business use, and every day under the title of "Motor Car Upkeep Under the Microscope" the story of the previous day's run is published in the paper.

In order to make this more valuable as a selling help and also to remove all possible doubt as to whether Messrs. Francis & Cullis are really and truly sincere, they are turning the car over each day to one of Omaha's representative business houses for their use, with the only stipulation that the representative of each of these firms tell his story as it really happened after he finishes his run, and that he use it strictly in his business and be able to check up on the total amount of miles he drove the car and the actual amount of gasoline he used.

Record on Gasoline.
On Thursday last the car was at the disposal of one of Paxton & Gallagher's representatives and made 125 miles on 24 gallons of gasoline.

Friday was given over to a representative of the Mutual Benefit Life Insurance company, and 145 miles were driven on 24 gallons of gasoline.

Yesterday a salesman of the Payne Investment company took charge of the car, and so on through the week, which will conclude on next Wednesday night, this little car will be given its daily business duty, and the story will be truthfully told and backed up by the most trustworthy and representative business men in Omaha.

Following this it is proposed to find some owner of a Maxwell car who has used his car for at least 10,000 miles and borrow the engine from the car and in some public place, preferably the front window of one of the stores in the shopping district, tear it down and rebuild it for one week. Here again in order to show their sincerity the Francis & Cullis Auto company will secure an affidavit from the owner of the car stating exactly how many miles the car has been used and what the expense has been to operate it, and place this affidavit in the window with the engine.

Window Display.
During the time that all this is in progress there will be a number of interesting window decorations at the home of the Maxwell, 204 Farnam street, and in each instance some particular point of advantage the Maxwell has will be brought out in as striking manner as possible.

In addition to all of this they have secured from the Maxwell Motor Sales corporation one of the sets of motion pictures entitled "From Molten Steel to Automobile," which clearly shows the entire Maxwell plant and the thoroughness in building these cars, together with a number of real tests of speed, endurance and reliability. These pictures will be shown in twelve different moving picture theaters in Omaha and Council Bluffs.

There will still be other features in this campaign that will continue until about June, and if the newspapers are followed one can get a world of real buyers' information.

Electricity for Big Overland Furnaces

An improvement of much importance to the automobile industry has been installed at the big Overland factory. The Willys-Overland company, which ranks as a leader in manufacturing efficiency, recently closed what is probably the largest industrial contract for electric power yet given to a central station.

The contract calls for the electrification of sixteen large enameling furnaces having a volume of 40,000 cubic feet and a capacity of 140 tons of enamelled product every ten hours. The work put through the oven consists of various sizes and shapes of steel parts. With the 4,500 horse power previously required from the same station the new furnaces will make its total now used by the Overland company approximately 10,000 horse power load. According to electrical engineers this is fully as great as the total power required for lighting a city larger than Toledo.

One of the ovens which has been in operation for several months has given results far superior to any previously obtained by the Overland company, which formerly used gas in the place of electricity, as practically all other automobile manufacturers are doing.

SKID-PROOF TIRES WANTED, SAYS FEDERAL MANAGER

The increase in demand for anti-skid auto tires during the last few years has been a matter of considerable interest to tire manufacturers. Only a few seasons back the anti-skid tire was regarded more or less of a fad and only used by a small percentage of the thousands of automobile owners in this country. As motorists discovered their many advantages, however, they became more and more popular until today the anti-skid tire is as much used as the plain tread, and many automobile manufacturers furnish them in their regular equipment.

Local Motorcycle Postal Force



The United States postal efficiency board has ordered the special delivery carriers to use motorcycles in their work.

Many Visit Plant of Chandler Auto

Following the announcement of the new seven-passenger Chandler Six some weeks ago, the shipping platform at the big Cleveland plant of the Chandler Motor Car company has become a marked resemblance to the starting point of a transcontinental tour.

Dealers and owners from nearby points have not been content to wait for freight shipments, but are traveling to Cleveland by rail in order to obtain immediate delivery of their cars. Recently the Salt Lake City dealer paid express charges of \$400 on a rush shipment by Wells-Fargo Express and O. P. Sturm, Oklahoma City dealer, has outstripped the Salt Lake man by ordering three cars shipped in the same manner.

Owners and dealers who have driven overland from the Cleveland factory in the last week are: L. Ott, Aurora, Ill.; O. L. Farmer, Erie, Pa.; E. M. Herkshire, Toledo, O.; W. G. Black, Pittsburgh, Pa.; J. M. Mathews, Marquette, Mich.; J. P. Conrad, Rochester, Pa.; E. J. Webber, Owosso, Mich.; W. B. Gray, Bridgeport, Ill.

NEBRASKA BUICK CO. SELLS LARGE NUMBER OF AUTOS

Local Buick sales of the week were: F. H. Barber, North Platte, Neb.; Julius Pyszer, North Platte, Neb.; J. Krejci, Omaha; Wetzel & Meredith, Atlantic, Ia.; J. B. Cornish, Tekamah, Neb.; Boone Buick Auto company, Boone, Ia.; Fry & North, Kearney, Neb.; Charles Nelson, Niobrara, Neb.; Leopold Doll, Omaha; Peter Kiewitt & Son, Omaha; Scott Auto company, Norfolk, Neb.; Boone Buick Auto company, Boone, Ia.; C. S. Bond, Honey Creek, Ia.; Fred Newhaus, Benson; William Neuhau, Benson; C. F. Rawlins, Omaha; F. W. Carnichael, Omaha; South Omaha Ice company, South Omaha; Dr. John Koutsky, South Omaha; Patrick Murphy, South Omaha.

MAPS SHOWING LINCOLN ROADS TO BE DISTRIBUTED

From 25,000 to 30,000 maps, showing all the automobile roads entering Lincoln, will be ready for distribution at all the garages and hotels of the country in two weeks, according to B. A. George, chairman of the good roads committee of the Lincoln Commercial club and president of the O. L. D. At a joint meeting of the Lincoln Auto club and the directors of the Lincoln Commercial club recently \$150 was appropriated to the good roads committee to use this method of "putting Lincoln on the map."

Day or Night Firestone Tire Service Is Ready—

Noyes Motoring Service in Omaha (and for twenty miles around) is a willing, sincere service carried on by experts.

When Tire Trouble Comes Think of Douglas 3646

Our Service Car and men are ready for the emergency, and—

We Charge Nothing for the Trip Within Twenty Miles of Omaha

All day and all night this service is at hand. Let us prove it.

Free air at curb. Gasoline and oil always ready. In repairs and vulcanizing our work is expert and immediate.

Noyes Automobile Co.

2066-68 Farnam St. Douglas 3646.

Efficient in War, Economy in Peace, is Jeffery Slogan

"Efficient in war, economical in peace" is the slogan appearing on the new illustrated story-catalogue of the Jeffery Quad, which has just been issued for circulation in England. Not all of the hundreds of Quads that are shipped to Europe are going into the war—many of them are being applied in commercial service.

The new Jeffery Quad catalogue contains a wealth of live pictures, showing the four-wheel drive, brake and steering in mining service in Death Valley, in the sands of Texas, the mud of Illinois and in commercial service in cities and towns all over the country. A few extra copies are available for American distribution.

INNER TUBE CONSTRUCTED TO OUTLAST ANY CASING

"We have succeeded in building an inner tube which outlasts any tire, four tubes outwearing five casings on the average," says L. C. Rockhill, manager of the automobile tire department of the Goodyear Tire and Rubber company, Akron, O. "Our tubes are laminated, that is, they are built up layer on layer. First we roll the rubber into thin sheets so that any flaws can be readily seen and faulty sheets

discarded. These sheets are wrapped together and vulcanized into one solid rubber tube. Tubes built of one piece of rubber often contain flaws which are not detected."

Electric Safety First Lighter in Detroit Cars

"While we expected that an electric cigar lighter would be appreciated by men motorists, we have been surprised to discover that this feature of Detroit equipment has actually influenced quite a number of sales in our favor," says Claude S. Briggs, president of the Briggs-Detroit company, Detroit.

"Most motorists have a wholesome respect for the explosive properties of gasoline, and often go to extremes in avoiding risks. Men who like to enjoy a cigar as they drive their cars are confronted with the difficulty of keeping a cigar lit while keeping their minds strictly on the business of controlling the car. Anyone who has tried to light a match with a car traveling twenty-five miles an hour, need not be reminded of the difficulties of the undertaking. "The first 1915 Detroiters were equipped with electric cigar lighters as an experiment, and they made a great hit. The apparatus consists of a length of flexible steel tubing enclosing the two wires that terminate in a resistance coil, which becomes red-hot when a small button in the handle of the lighter is pressed. At-

KisselKar Selling Points Discussed

In response to questions put to dealers as to their most effective arguments in selling Kissel Kars, the truth of the maxim that "it's a difference of opinion that makes horse races," is illustrated anew.

Analyzing the replies received, the Kissel Motor Car company finds the following percentages in favor of the different leading points: Manufactured car as against assembled car, 85 per cent; reputation of the company, 82 per cent; facilities and experience, 78 per cent; detailed

comparison with higher priced cars, 74 per cent; Kissel-built motor, 80 per cent; low repair bills, 77 per cent; appearance and comfort, 80 per cent; the all-year car, 87 per cent.

The most significant results of this canvass were the almost unanimous expression that the appearance and comfort of the car is a vital consideration and the scarcely less preponderant view that the Kissel all-year combination touring car and sedan is an indispensable talking point.

Lynch is Captain.
Shortstop Mike Lynch has been made captain of the Lynn club.

Rickey Teaches Again.
Branch Rickey has resumed his practice of daily conferences with the Browns.

Kitty Loop Quits.
From recent indications the Kitty league will slumber during 1915.

Light Four, \$2400 Big Six, \$5000

Beyond a Doubt

Stearns-Knight

McIntyre Auto Co.

Distributors Western Iowa and Nebraska
2427 FARNAM STREET. PHONE DOUGLAS 2406.

Packard Responsibility behind your hauling

Packard New Model Trucks are more than a complete line of trucks just a generation ahead.

They are more than the only complete series of silent, up-to-date chainless trucks.

They do more than provide increased usefulness, wider adaptability, greater activity, longer service and reduced cost of operation.

They do more than provide equal certainty in trucks of 1, 1½, 2, 3, 4, 5 and 6 tons.


They sustain Packard responsibility. They bear the mark of Packard certainty.

It is good business sense for you to inspect the Packard New Model Trucks and learn just why and how they will fit your business and protect your pocket-book.

If it is not convenient for you to call just now, ask our salesman to call on you—or, at least, send for catalog. *Put Packard responsibility back of your hauling.*

Early delivery on the 3 ton and 4 ton sizes.

ORR MOTOR SALES COMPANY
2416 Farnam Street, Omaha, Neb.



Packard