

AUTOMOBILES

Makes Record Changing Tires



TIRES ARE CHANGED ON TOM ORR'S RACING MACHINE AT OMAHA SPEEDWAY JULY 5 IN ELEVEN SECONDS, MARKING A NEW WORLD'S RECORD.

Gossip Along the Automobile Row

The White Auto Sales company of Sioux City has arranged with the Powell Supply company for the sale of Lee puncture-proof pneumatic tires in that city. The White company has a splendid new two-story garage, repair shop and salesroom and is doing an excellent business.

Clarke G. Powell has been getting in personal touch with the dealers in nearby cities and has made recent flying trips to Fremont, Blair, Red Oak, Lincoln and other points. He finds an optimistic spirit everywhere and indications for a tremendous summer and fall business on automobiles and supplies.

Ben Turgeon of Bonesteel, S. D., was a caller at Powell Supply company's last Wednesday.

J. W. Welch, prominent cafeteria and restaurant man, is a strong booster for Lee puncture-proof tires. He uses them not only on his pleasure cars, but on the cars which transport foods from his Cherrycroft farms to his lunch rooms.

A. B. Scott, carburetor expert from the Marvel company factory, has spent the last ten days going over the Nebraska Buick Auto company territory adjacent to this city giving Buick owners instructions on the care of their carburetors and gasoline consumption, making it possible for any Buick driver to drive his car in a very economical manner.

L. E. Drefson, assistant manager of the Nebraska Buick company, spent Tuesday and Wednesday at the Lincoln house, preparatory to handling the rush of wholesale business now taking place.

Victor H. Roos, the local Harley-Davidson distributor, reports that for the last sixty days there has been a constant stream of motorcycle tourists stopping at his place of business for supplies and rest. These tourists have come from such distant points as New York, Massachusetts, Virginia, Toronto, Canada, and nearly all of the Ohio valley states have sent their representatives.

The Grant Motor company has completed its new plant and is now turning out 100 cars per day. W. T. Wilson, local agent, seems well pleased to now be able to fill orders from the floor.

Improved Methods Make Low Prices

"Aside from the fact that we have set out to build four cars this year to one last and therefore have a better command of the market in procuring materials, the recent drop of \$100 in the price of our four-cylinder car can be attributed, in a large measure, to economies in production which have been effected during the last few years in our plants."

As best illustrating the truth of this declaration, Sales Manager J. V. Hall of the Olds Motor works cites the improved method of applying varnish in the process of finishing the natural wood wheels which have been attracting widespread attention on the four-cylinder Oldsmobile. In former times the finishing fluids were put on with a brush and in any sizable plant a large body of workmen were required at this task. Methods in this branch of automobile production have been so simplified, however, that the wheels can be even more beautifully finished than before and at a great saving in cost.

Northwall Gets the Pullman, Jr.

The T. G. Northwall company has received its first consignment of the 1915 Pullman Junior automobiles. With the improvements in this car the Northwall company is able to offer to the public a remarkably large car at a price that is as remarkably low.

The new car has 33-inch wheel base, four-inch tires with non-skid on the rear, an unusual roomy body, genuine No. 1 machine buff leather upholstery and numerous other improvements. The car has a longer wheel base than any other car selling below \$200, and of this fact the Northwall company naturally feels proud.

The Pullman Junior since it was taken on by the Northwall company last winter has gained a reputation that unusual remarkable values in the 1915 car, it is asserted, will make it a distinct leader in the medium price car class in this territory.

Parson Motanic, Indian, Takes to the Hudson Six

Parsons Motanic, Umatilla Indian athlete, runner, wrestler, farmer and church member, has picked the Hudson six to take the place of his racing oxen, the fastest on the Umatilla Indian reservation, his home, near Pendleton, Ore., according to information recently received by Guy L. Smith, local Hudson distributor.

In his younger days Motanic was never defeated in a foot race and to this day he maintains that he holds the world's record for the 100 yard dash. His strength is not so great, yet there is something wonderful about it. As a wrestler he has never known defeat in the Indian style of wrestling. He knows nothing of the catch-as-catch-can game of the white man, but he showed no reluctance in pitting himself against Frank Gotch, world's champion, when that big grappler went through Pendleton with the Jeffries all-star troupe in 1910. This was after Motanic had become a Christian and a farmer.

According to the Indian's methods, Motanic won that match, for he tripped the Iowa farmer off his feet and threw him to the mat ten seconds after they came upon the stage. He could not understand why Gotch should fly at him and twist his arms up behind his back until it almost broke. It was not his way of wrestling.

New Empire Car Has Many New Points

Production of a big low priced six cylinder touring car and occupation of a new factory that will increase manufacturing facilities fully 90 per cent are the latest developments in the progress of the Empire Automobile company as revealed by the company's July announcement to its dealers. The six-cylinder model, which reveals many points of distinction, is brought out as a distinct addition to the Empire line, the company having heretofore confined its activities to the manufacture of four-cylinder types.

The new Empire car, which is priced at \$1,925, is notable in size, with a wheel-base of 120 inches. The body is corresponding roomy and of a type that marks a distinct advance in construction, with rolled cowl and convex sides. The seats for the driver and his companion are individual parlor car type, with an aisle-way between, allowing easy access to tonneau, without leaving the car. Throughout the car is distinctive and racy in appearance, being remarkably low, although the body is deep and the standard road clearance is maintained. The radiator is high, narrow racing type from which the long hood runs back to merge into the body without a break in lines.



The automobile industry has passed the point now where a new motor car or a new body is necessary to be up-to-date. The main thing now is keeping up APPEARANCE and efficiency of the one you have.

New Slip Covers or New Auto Tops do the work now.

Come in and see us. We will give you some startlingly low prices on this work.

Western Auto Top Co.

Phone Douglas 3538
1915-23 HARNEY STREET.

Chalmers Six-48 Now \$1550

Big Seven-Passenger Touring Car

At last you can get one of the biggest motor cars on the market at the price you have been considering—one of the most luxurious motor cars made by one of the great leaders of the higher-priced motor-car field.

At last you can get a car at a reduced price that hasn't one bit of value taken out of it.

At last you can get at the price of cheap cars, a Chalmers car—a car that 10,000 owners have run for two years at the lowest record for real economy of upkeep ever known.

Cut from \$1925

This car was placed on the market two years ago at \$1925. Thousands were sold at that price. Then the car was reduced to \$1725 and we sold thousands more at this figure.

Most of these cars went to New York, Philadelphia, Boston and Chicago, where the list of Chalmers Six-48 owners reads like the Blue Book.

They were not bought merely by those who felt that \$1725 was all they could afford to pay for an automobile, but by people who could afford any car.

Over a thousand Six-48's are operating in the New York City district alone, yet one man at the Chalmers New York branch attends to all repairs or adjustments that have ever been necessary.

No Changes But Improvements

The cars operating in this district broke all records for upkeep—freedom from repair cost considered.

There can be no improvement made in a motor which does such work as this.

There can be no structural improvement made in carburetion which makes such a record in gas economy, or on a chassis with such proper distribution of weight—light where it can be, strong where it should be.

Not one of these quality advantages has been skimped in the 1916 model of this car, but numerous refinements have been made.

The car is built in our own shops. It is not a motor picked up here, a transmission there, and other parts from somewhere else.

How We Are Able To Cut

This fact and quantity production have enabled us to produce this car at the 1916 price.

We are building 20,000 cars this season. That is nearly four times as many as ever before. We are putting up new buildings; we are installing new labor-saving and cost-reducing machinery.

With bigger organization, increased capital and new plans, we have cut down administrative expense in its ratio to each car made.

After several years work we are now equipped to make quality cars at quantity prices.

This car gets all the advantages of this general saving.

In addition we had no new tools to make on this model, no new tool fixtures to make, no new machine tools—so we are able to give the present buyers the benefit of these special savings also.

Not a Made-Over Car

Thus you see that it is not a made-over car to meet a lower price; it is the same high-grade quality car that originally sold at \$1925.

Think of it!—this car at \$1550—\$375 cheaper than its first selling price—and then people wondered how we could make it at less than \$2000.

Why, a great motor manufacturer once said to us: "It is the finest motor in material and workmanship we have ever seen (the one in this car at \$1550). We are frank to say that we have never turned out a better motor, even for higher-priced cars. No company that we know is turning out a motor with such high-class workmanship as you put on this one."

Look Beneath the Surface

Statements like this should make the prospective motor-car purchaser look beneath the surface of claims of all motor-car manufacturers nowadays.

The prospective purchaser can't tell by looking at a finished car what is in the chassis. If he is a man of mechanical knowledge he can tell something by close examination of the chassis.

But even then he can't find such differences as this motor manufacturer found in our motor.

But those who see Chalmers Cars in the making see these differences.

That's why we proudly call attention to the fact that we have never lost a single sale to a prospective purchaser who made a trip through the Chalmers factory.

Talk to Owners of This Car

Many of your neighbors in Omaha and vicinity are running this car now—ask any of them about it.

It is the car of Quality—Plus. It is the car of Quality, because the Chalmers Motor Company has never succumbed to the temptation to make cheap cars. When we cannot build quality cars we will go out of business.

It is the car of Quality—Plus, because, with new plans for quadrupled production, new organization and the biggest business in our history, we can make Quality Cars at prices which make this Six-48 absolutely the best "buy" in the field of cars priced from \$1200 to \$2000 today.

We are not given to over-statements. Hence we ask the privilege of proving this rather strong claim. May we show you this car, to-day?

The Car of Quality—Plus

Chalmers Motor Co. Detroit, Michigan
Stewart-Toozer Motor Company 2048-52 Farnam St. Phone Douglas 138

We are closing our territory now and want good live agents. Write us for particulars.

"Let Your Next Car be a Chalmers"

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