

Gossip Along the Automobile Row

J. G. Fulton, salesman for the local branch of the Rambler Automobile company, is now a stockholder in the Atchison railroad as the result of winning second place in an automobile selling contest in which all the salesmen for the company took part.

While the weather has been bad for the delivery of automobiles the houses along the row have been doing a good business. In some cases cars were delivered, though most of the sales were for future deliveries.

Manager Kellard of the local branch of the Studebaker company returned Friday morning from a visit at the factories in Detroit.

Last week Guy L. Smith shipped a carload of 1913 Hudson touring cars to the Platte-Center Automobile company of Platte Center, and delivered a six-cylinder Franklin touring car to O. H. Schenck of Pawnee City.

The Providence Public Market, of Providence, R. I., has had a three-ton Kelly truck in its service for three years. This truck during the Newport season is used twenty-four hours a day, shipping foodstuffs from Providence to Newport. Two sets of chauffeurs are always used during the rush season.

H. A. Matthews, treasurer and sales manager of the Jackson Automobile company, has just received from the Jackson distributors for China and Japan a photograph which shows one of the 1913 models in front of the Mampel hotel at Karuzawa, Japan.

This doesn't mean much to Americans until it is told also that the car had just completed a journey never before accomplished by any automobile. This trip took the car 200 miles north from Tokyo and seventy-five miles farther to Karuzawa, in the interior, through the almost impassable Kasakura mountains.

March sales of Packard trucks to actual users exceeded \$900,000. This sum represents sales of 280 trucks, two, three, and five-ton, specified for early delivery. This is an increase of more than \$100,000 over the best previous month's record of Packard truck business and 31 per cent increase over the number of trucks sold in any similar period.

Clarke G. Powell spent Wednesday of the last week in Lincoln on business.

C. Albracht, president of the K. W. Ignition company, was in Omaha for several days last week visiting his local representatives, the Powell Supply company.

Simultaneously with the arrival of the largest single order of automobiles ever made in a South American country, at the Mitchell-Lewis Motor company's office at Racine, Wis., came a report from a prominent member of the household of President Gomez of Venezuela on an epoch-making performance of a Mitchell "Baby Six" car in a 180-kilometer tour between Caracas and Maracay, which has done more to advance the interests of motor cars in Venezuela, at the expense of railway travel, than anything yet reported in that South American country of mountains and picturesque highways.

W. N. Hellen, sales manager for the W. L. Huffman Automobile company, was at Deadwood, S. D., during the last week exhibiting the Hypmobile line of cars at the Deadwood show and reports sales of many cars in the Black Hills territory.

Guy L. Smith spent last week at the Peerless factory in Cleveland, O. It was the annual meeting of Peerless distributors and was attended by dealers from all parts of the country.

Guy L. Smith delivered a six-cylinder Franklin touring car to L. P. Potter of Harlan, Ia., last week. The body of this car was painted in a rich Brewster green, with fenders and running gear in black.

The Hypmobiles were in great demand last week. The W. L. Huffman Automobile company had a bumper week and delivered two cars to F. H. Jacobson, Lexington, Neb.; one to L. N. Cleveland, Clarinda, Ia.; one to J. C. Stone, Pacific Junction, Ia.; one to August Mudloff, Farwell, Neb.; one to R. E. Gallagher, O'Neill, Neb.; one to O. R. Wimsatt, Shelton, Neb.; one to John Ehlers, Minden, Ia.; one to C. G. Rutenker, Grand Island, Neb.; one to D. L. Best, Battle Creek, Neb.; two to F. S. Kudrna & Bros., Bladen, Neb.; one to the Indian service department of the government for use at the Pine Ridge Indian agency, South Dakota; one to J. W. Piekeman, Scottsbluff, Neb.; also single cars were delivered to the St. Edward garage of St. Edward, Neb., and the Ehrlich Garage company of Magnolia, Ia. Direct carload shipments were made from the factory at Detroit to L. R. Keasterson, Superior, Neb.; N. B. O'Connell Auto company, Sioux City, Ia.; Central Auto and Supply company, Mitchell, S. D.; Atlantic Hypmobile Auto company, Atlantic, Ia.; Miller Motor Car company, Lincoln, Neb.; Montgomery & Bray, Hay Springs, Neb.; Culbertson-Engle company, Long Pine, Neb.; also a seven-passenger Abbott-Detroit car was sold to Joseph Pells and a five-passenger Stoddard-Dayton to Mace & Collins.

G. H. Randall, president of the Trust and Savings bank at Rapid City, S. D., purchased a Hypmobile touring car from the W. L. Huffman Auto company at the Deadwood Automobile show last week. W. F. Haafke of Rapid City also purchased one.

It didn't take Christine Nielsen, prima donna of the "Hanky Panky" company, long to make up her mind that she wanted to buy a Cole car. A new sixty-horse power, six-cylinder, seven-passenger Cole was placed at her disposal during the three days that "Hanky Panky" played in Indianapolis, where the Coles are made, and at the end of the first day the famous opera star had decided that she must have a Cole for her own.

S. J. Wilson has joined Guy L. Smith's sales organization. Mr. Wilson is practically a stranger in Omaha, but has had a broad experience in the selling of automobiles. Before coming west Mr.

Wilson lived in Michigan, where he was connected with some of the foremost automobile factories.

The makeup of the Chalmers Trophy commission, the body of base ball experts appointed to decide which two players in the American and National leagues are entitled to the Chalmers "Thirty-six" touring cars this season, has been announced by Chairman Ren Mullford, Jr., of Cincinnati. There are four new members. Grantland Rice of the New York Mail takes the place of John B. Foster of the New York Telegram. Ralph S. Davis of the Pittsburgh Press succeeds Charles R. Power of the Pittsburgh Dispatch. Harry Nelly of the St. Louis Times replaces Myron F. Parker of the St. Louis Globe-Democrat and J. Ed Grillo of the Washington Star will fill the vacancy caused by the resignation of Joe S. Jackson, formerly of the Washington Post, now of the Detroit News-Tribune. Other members of the commission are: I. E. Sanborn of the Chicago Tribune, H. G. Salinger of the Detroit News, Tim Murnane of the Boston Globe, Jack Ryder of the Cincinnati Enquirer, J. C. Isaminger of the Philadelphia North American, Henry P. Edwards of the Cleveland Plain Dealer and Abe Yager of the Brooklyn Eagle.

BRYAN WATCHES FACTORY MAKE SOME AUTO TIRES

When Hon. William Jennings Bryan, secretary of state, was in Akron recently, he visited the plant of the B. F. Goodrich company. The workmen recognized Mr. Bryan and gave him an enthusiastic reception. Mr. Bryan shook hands with many of the rubber workers, some 15,000 of whom are employed in the Goodrich plant.

Mr. Bryan was amazed at the tremendous size of the institution, the number of people employed and the interesting processes of manufacture.

It was the first time he ever saw tires manufactured, and, judging from his many questions, it was evident that he found the subject an attractive one.

Mr. Bryan lingered quite a while in the laboratories where chemists seek to find improved methods of compounding rubber in order to lend greater durability to the pure gum. The fact that the Goodrich company has been successfully manufacturing rubber goods of all descriptions for forty-five years and still continues to experiment, was regarded as one of the reasons why Americans are supreme in the commercial world.

CAR OF BEAUTY ORDERED FOR 'FRISCO SOCIETY LEADER

A well-known San Francisco society leader recently placed an order with the Abbott-Detroit agency of that city for a special coupe body to be built on a 44-50 chassis, which will be one of the most handsome and expensive jobs ever undertaken in motor car building. The design of the body will be something quite original after the buyer's own ideas as to what should make the most beautiful car. The color scheme will be gold, trimmed with black on the outside, the inside will be upholstered in baby blue broadcloth silk. All the accessories will be gold-plated.

MOTOR CAR FANCIES.

Luncheon kits of all models are more numerous than ever. The favorite fittings are of aluminum.

Knockout hats in two colors of silk are a novelty that may prove popular and which are not expensive. They may be bent into all shapes.

For summer use roll pockets are being made of the same material as the dust covers of the car, so that they may be laundered at the same time after each trip.

Among the offerings in spring goggles are those having spectacle rims covered with plush and leather dust protectors. They fit closely about the eye.

New mohair dustcoats are varied in design. The models most favored come with the inverted pleat and yoke at the back with wide belt and large buttons. They are in solid colors, stripes or in the shaded effects.

There are a number of new folding chairs and seats for extra use in the car, among them one with short legs to put across the lap of a person holding a small child. It relieves the strain of holding the child and there is a foot rest for the child.

Reversible straw hats are in all sorts of combination colorings and are convenient and practical for a long trip. These hats made of matelasse, linen crash or silk, with straw brims, bows and single wings, are as desirable as soft hats.

Mixed tweed ulsters in the deep sack model, with drop sleeves and leather buttons, that may be worn open or closed at the throat, are most swaggar. Suits of the forestry serge that stand all kinds of hard wear are worn with the ulster and the soft tweed hat with game bird feathers completes the outfit.

A most fascinating new hood is of cherry satin covered with gray chiffon. It has long ties of the chiffon finished at the ends with long silk tassels. These ties cross at the back and then tie under the chin or on top of the head in a soft, double bow. They are most becoming and can be had in other colors also.

Truck Specialties.

With the increasing demands made upon truck manufacturers to furnish installations for a constantly increasing variety of purposes, it has been found that the policy formerly adhered to of employing one expert to prescribe for all cases is quite inadequate. This condition of affairs was thoroughly realized by the Locomobile Company of America, and in selecting its sales force throughout the United States it has been careful to choose men who were intimately acquainted with the truck industry as far as that industry had been developed.

Public Black Line And Denver Drive On the toughest, most durable, and most satisfactory tires made. This tire is now packed in a red bag, handy and soft from its many curves in the outer tread. Get it from the Swift Supply Co. 2119 Broadway St. Sell you all about their tires

This Ad. Is For Automobile Dealers Only—and Only the Live Ones

YOU'VE BEEN HOPING and praying for years for the kind of car you thought some big manufacturer ought to build, and that you knew you could sell.

THAT IS TO SAY, a light touring car of about 25 horse power, made so well the maintenance cost would be as little or less than any other car on the market; one that would look the part; act the part; and yet sell in the neighborhood of \$700.

THAT WAS ABOUT THE PRICE you set—wasn't it?

YOU'VE ASKED for that kind of a car, insisting that it be one the owner wouldn't feel he ought to leave in the alley so the neighbors wouldn't see it!

A CAR FOR THE KIND OF OWNER who wants his money's worth in looks as well as performance, and who doesn't care to be pointed out as one who bought the cheapest car.

SUCH A BUYER, you've told us, would pay a few dollars more to have a car that was worth more than the difference.

YOU'VE KNOWN that there were only two, or possibly three, concerns in the world that could make such a car at such a price. Millions of capital, and plants equipped with special automatic machines throughout for making every last part of the car, are necessary.

AND DOUBTLESS IT HAS occurred to you that the reorganized Maxwell Motor Company was in an ideal position to produce such a car—having the capital, the plants, the organization—and a clean slate. That is to say, plants ready for the work and no old models or material in course of construction.

AND, YOU'VE HEARD WHISPERINGS that that was the sensation the new Maxwell Motor Company had up its sleeve.

WELL, WE HAVE—and we've tried to keep the details from getting out because we didn't want to start a stampede of buyers until we were ready to supply the cars. But you can't send test cars all over the country—as we had to do to prove up this product to our own satisfaction—without starting trade gossip. And trade gossip goes fast and far. It isn't always accurate, but it goes just the same.

WE ARE STILL DETERMINED to withhold all detailed specifications and the real price from the public until we are ready to deliver a few thousand cars—or at least until demonstrators are in the hands of our dealers.

PAST EXPERIENCE with stampedes of the kind that will certainly ensue when the features of this car are generally known, teaches us that our plan is right.

BUT MEANTIME—and here's why we are publishing this ad. to dealers—the information is leaking out; dealers are coming to Detroit wanting to contract.

THAT'S ALL RIGHT—but we want to start right with this proposition. It's going to be the biggest, greatest thing this organization has ever done—and you know the men who comprise the Maxwell organization of designers, production, sales and advertising experts—from Mr. Flanders down—have done the biggest things that have ever been done in this industry.

WE WANT TO START RIGHT. We want to select the best dealer in each town—the one who has the best standing locally, and the kind of fellow who will take hold of this product, not for a day, but for his whole future—to go along and stay with us while we both make money and at the same time giving the buyer more for his money than he can possibly get elsewhere.

IT'S A QUANTITY PROPOSITION and when you see the car you'll say it is a permanent proposition.

THAT'S WHAT YOU'VE BEEN LOOKING FOR—that's what we've been aiming at in producing this car. Coupled with our \$1,085 "35-4" and our \$2,350—50-6, here's the greatest line in the world—and any maker who tries to compete, either in quality or price, will have to go some.

NOW HERE'S WHAT INTERESTS YOU at this moment. We can't very well refuse to sign up with the other dealer who comes from your territory. We appreciate his coming—it shows he is on the alert. That's always a good sign.

BUT HE MAY NOT BE THE BEST man for us to tie to—how are we going to know unless you come and tell us?

SO WE DECIDED to tell all dealers that we are ready to contract for these 25's as well as the 35 and the rest of the line.

WE'VE ARRANGED to have all our District Managers in Detroit this week (April 14th to 19th) If it will be the first glimpse they've had at this 25 car themselves—and you may imagine they are as eager to see and ride in it—as you are.

THE DISTRICT MANAGER of your territory will be here at the main office—so you can get right down to business with him if you are on the ground.

EVERY DEALER IN AMERICA KNOWS the heads of this organization. You all know Walter E. Flanders. He has always given his buyers more—and forced his competitors to give theirs more, than they wanted to.

HE IT WAS WHO FIRST SAID, "Magneto included, of course." He who first put a "fore-door" body on a thousand dollar car—after cutting the price of the most popular and the greatest \$1,250 car to \$1,000. It was Flanders who forced all other makers to equip with demountable rims, by doing it first. He who said, "same electric starter as the Peerless," on a \$2,350 car, when most \$5,000 cars were still without starters.

AND FLANDERS HAS DONE MORE for the dealer than any other. He it was who five years ago originated the "sliding scale of discounts" to stop the gouging of the little fellow—the small dealer, who in the aggregate, disposes of 80 per cent of the product. He, who sent a copy of his dealer's contract to every dealer in the United States to show that all were treated alike, while other makers were "dickering" with theirs. Yes, you know Flanders—and you know why other dealers don't approve of his methods. Good reason, isn't there?

AND YOU KNOW McGUIRE—if you don't happen to know him personally, you certainly know him by reputation. Wm. F. McGuire is known in trade circles as the former production manager of the Ford Motor Company—the man who seemed to create cars by miraculous methods. Mr. McGuire as the "man behind" isn't so well known to dealers, but you've heard it said if there's one man in the industry who can produce cars in greater quantities than any other, it is McGuire. Come and meet him—he'll show you the "25" himself.

E. LE ROY PELLETIER you all know personally. You know his advertising, and its instantaneous results. "Roy's" advertising has sold more automobiles than that written by any other man. He knows you, knows your problems and knows your territory. Besides handling our national campaign, Mr. Pelletier will furnish you with copy to run locally and, when occasion requires, he will be glad to write special copy to meet your local conditions.

YOU'LL MEET TWO NEW FACES—Walter M. Anthony, Comptroller, and C. A. Forster, Commercial Manager, in charge of sales.

MR. ANTHONY IS THE MAN you'll deal with at the financial end—and you'll like him. He's a rare combination of keen business acumen and royal good fellowship. In short, he is a business man of breadth and character and poise—and a saving sense of humor. You'll like Anthony—and that makes business dealings a lot more pleasant.

AND YOU'LL LIKE FORSTER. He comes from the Burroughs Adding Machine Company. We don't know it all yet in the automobile business, you know, and tho' you'll look with suspicion on a new man in this industry, that impression will be dispelled in the first five minutes you are with Forster—and then you'll agree that he, as well as Anthony, "belongs" in this organization of specialists and experts.

AND YOU'LL FIND in the other officers and in the factory, not scores, but hundreds of men you've known for years—experts, specialists all, and you'll conclude that if the kind of car you've been wanting—the kind you'd design and make yourself if you had the capital and the facilities—can be made, then this organization can make it—to the Queen's taste—and yours.

THE CAR IS HERE ready to see and ride in. Deliveries in quantities will begin in June. You've been looking for this car for years—come to Detroit on the first train; see and try it out for yourself—and tell us why you think you can sell more of them in your territory than any other dealer.

NOW MULL THIS OVER: You must realize—you who have watched the trend of things—that this automobile business will gradually narrow down to a few big ones. It will be a contest between giants.

TODAY, WHEN MARGINS OF PROFIT to the maker are so small that ninety per cent of all the buyer pays goes into actual automobile value and service; when, in other words, the profit per car is very small, only those makers who have the financial backing, the facilities and the experience necessary to produce cars in quantities, can survive.

WE'LL TELL YOU FRANKLY that we are going to be very careful in selecting our representatives, but once we've signed up with a dealer it will be our policy to stick to him as long as he is eighty per cent plus—in other words, as long as he does anywhere near right by us and by his trade.

MAXWELL MOTOR CO.

Executive and Sales Offices, Detroit, Mich.

DISTRICT MANAGERS—Ralph Coburn, 298 Newberry St., Boston, Mass.; C. F. Hayden, 1790 Broadway, New York, N. Y.; E. G. Oliver, 308 Abbott Bldg., Broad and Race Sts., Philadelphia, Pa.; A. Burwell, Jr., Charlotte, N. C.; C. H. Booth, 350 Peachtree St., Atlanta, Ga.; E. M. Greene, 1217 Sweetland Bldg., Cleveland, Ohio; F. J. White, 427 North Meridian, Indianapolis, Ind.; and 104 N. 12th St., St. Louis, Mo.; Frank Shaw, Gayoso Hotel, Memphis, Tenn.; C. F. Stewart, Masonic Temple, Des Moines, Ia.; O. W. Klose, Hennipon, Ave. and 5th St., Minneapolis, Minn.; J. M. Oppen, 1122 Franklin St., Omaha, Neb.; C. K. Robinson, 1612 Grand Ave., Kansas City, Mo.; J. W. Shelor, 1318 Commerce St., Dallas, Tex.; D. S. Eddins, Denver, Colo.; C. R. Newby, St. James Hotel, San Francisco, Cal.; and 217 Oregon Hotel, Portland, Ore. BRANCH MANAGERS—J. S. Cowell, 1299 So. Olive St., Los Angeles, Cal.; G. F. Moore, 1995 Center Ave., St. Pittsburg, Pa.