

MAXWELL ENTERS DELIVERY FIELD

Supplies Chassis to Which Many Types of Body Are Adaptable for Various Uses.

THE ONLY REAL SOLUTION

Announcement comes from Detroit that the Maxwell Motor company, Inc., has decided to enter the field of light delivery, using for the purpose the standard Maxwell chassis, which is furnished complete, including cowl, instrument board and electrical equipment, but lacking body, which the buyer can have designed and built locally to fit his individual needs.

Ready to Drive.

The work of attaching is free from any complication of wiring or piping. The chassis comes ready to drive.

"The Maxwell company has found the one satisfactory solution of the light delivery problem," declares C. W. Francis, local Maxwell distributor. "Light delivery is a problem of special body equipment. While it is possible for the laundryman and the dry cleaner to use the same type of body, each can greatly facilitate his problem by having a body built to carry the special type of merchandise he handles. The same holds true with the butcher, the baker, the milliner, the grocer and every other line of business which uses or should use motor-driven delivery equipment.

There are good delivery body builders in every city. To his own design any merchant can have built the type of body best adapted to his needs."

Opper Predicts Shortage in Auto Business This Year

That this spring will see the greatest shortage of automobiles in the country has even been predicted by J. M. Opper of the Jones-Opper company, distributors of Jeffery motor cars.

Last fall, when business conditions were only fair, there was a big shortage of automobiles. This spring, with business conditions the best they have ever been in this country, the shortage will be far greater than it was last fall.

A few years back it was possible for a manufacturer to increase his output upon very short notice, because the production was simply an average one. This applied not only to the manufacturer of the complete car, but also to the parts maker. This year parts makers compelled their customers to specify a year ahead; no increase over the original order is accepted at present and consequently no manufacturer can increase his output beyond his original plans for the season.

The month of February is, with us, 400 per cent better than any previous February. Indications point to a record-breaking March. The prospective purchasers of new cars are not delaying their purchases until April or May, as in other years, because of the fact that they know that at that time there will be a serious car shortage, which will mean an unreasonable delay in delivery.

Many Changes in New Allen Model

To those who are familiar with motor cars the following list of changes in the Allen company's car in one season will be of interest:

- Price—Lowered from \$395 to \$275.
- Wheelbase—Lengthened two inches, 110 inches to 112 inches.
- Motor—Bore increased one-eighth inch, making three and three-quarters instead of three and five-eighths inches, making piston displacement 21 instead of 20.
- Frame—Tapering side members instead of straight, allowing of more rigid body mounting.
- Rear Axle—Full floating instead of semi-floating.
- Springs—Rear underslung, increased from forty-six inches long to fifty-five inches long.
- Fuel Feed—Stewart Warner vacuum fuel feed, with tank in rear instead of under front seat.
- Body—Smooth boat-line body, dark olive green instead of black. More room, both front and rear, than before.
- Equipment—Built-in windshield and one-man top instead of standard types.
- Miscellaneous—Many minor refinements, electric horn button on steering wheel, non-skid tires and side pockets on doors.

MAKER RISKS HIS LIFE TO TEST OUT SPARK PLUGS

In a very interesting conversation with Albert Champion, maker of A. C. spark plugs, in regard to the test the plugs had to stand under all conditions to meet the requirements of the different motors, he explained that a laboratory test where a motor is put on a block and pushed to the limit under its full load was a good process of elimination, but at the same time a plug is not tested under the same conditions on a dynamometer as on the road.

For instance, a plug which would run on a motor fairly satisfactorily may not give the desired results on hills sometimes several miles long, with sharp turns where it is necessary to shut off the power, and then when the turn is partly made, open wide again. If a plug is not very nearly perfect it will not withstand these conditions. Albert has had several accidents that some of his friends do not even know about, as he has always driven fast cars on which he makes tests himself. If the plugs will stand under the tests he makes, they certainly will stand up for anyone.

The maker of A. C. plugs has had his life in danger many times, but he did not do this as a professional would for a prize; but for a bigger prize and a bigger victory, as the tests made have brought out weaknesses which have been overcome and made A. C. plugs victorious.

TY COBB HEADS BIG REAL ESTATE FIRM IN ATLANTA

Ty Cobb is at the head of a company which is building an apartment house in Augusta, Ga., at a cost of \$75,000. If the real estate venture is successful as hoped it will be enlarged and Cobb's company will spend \$250,000 in similar buildings in Augusta.

Studebaker Gold Chassis Lost for Three Days After Omaha Show

Wires were literally burned up, tracers sent out and notifications forwarded broadcast when all trace of the famous \$3,000 Studebaker gold chassis was lost a few days ago. After keeping the closest tab on this valuable mechanism for more than two months while it was traveling about the circuit of automobile shows, it suddenly disappeared at the close of the Omaha motor car exhibit a week ago.

The trouble started when it was discovered that the chassis had not been consigned from the Omaha show to the one in Boston, in accordance with previously laid plans. This was all the more surprising in view of the fact that R. C. Sackett, representative of the Studebaker corporation, along with a Pinkerton man and also a representative of the express company, have been with the chassis and have guarded it closely ever since it was unveiled at the New York show on New Year's eve.

When no report of the consignment of the chassis via express for Boston was received by the Studebaker officials things began to happen fast. Telegrams were sent to the Omaha dealer, who in turn notified the express company. The Pinkerton agency then got on the job. Working on the theory that the chassis

might have been side-tracked somewhere in the Omaha freight yards, a search was immediately ordered, but the chassis was nowhere to be found.

An attempt next was made to get in touch with Sackett. The express officials and the detective agency also tried to reach their representatives, but the search proved in vain.

The mystery was cleared up and the suspense ended Tuesday when a telegram was received from Sackett by the Studebaker officials from Indianapolis, reading as follows: "Arrived here today, Everything O. K." Messages passed quickly between the factory and Indianapolis. Sackett finally explained that he had switched the schedule of the chassis, inasmuch as he had a week's leeway between the Omaha and Boston shows. He simply forgot to notify the home office that he had decided to exhibit the chassis for a few days at the Indianapolis show.

GOODRICH COHORTS ARE OFF FOR AKRON

"Rubber City Special" Carries Sales Scouts from Many Cities East.

GOING TO CENTER OF INDUSTRY

Amid round after round of cheers, 125 salesmen from all departments of the Kansas City, Minneapolis, Omaha, St. Louis and Chicago branches of the B. F. Goodrich company boarded a special train on the Pennsylvania railroad last evening for Akron, O.

The six Pullmans and two diners, with big banners on their sides reading "The B. F. Goodrich Company Special, Sales Conference March 2 and 3, Akron, O.," is taking the men to a general conference of all Goodrich salesmen from all parts of the country.

An attendance of about 400 men is expected and the men will be their own "bosses" to a large degree.

Attend Sales Meetings. At Akron they will attend sales meetings presided over by H. E. Raymond, second vice president; W. O. Rutherford, general sales manager, and other high Goodrich officials. They will be dined in the mammoth factory restaurant.

Although the expense incidental to such a conference is considerable, the B. F. Goodrich company has found by experience that it is a paying investment. The salesmen are enabled to get in close touch with the factory and its officials and to hear, first-hand, about the improvements which are being made constantly in the company's products.

The enthusiasm which is absorbed from contact with the high officials and various sales chiefs has a marked effect when the men return to their respective firing lines.

Record of Constant Growth.

The B. F. Goodrich company is this year celebrating its forty-seventh birthday. Since 1869 its plant has grown to be the largest in the world devoted to rubber manufacture. Over 15,000 people are employed, and increasing business is requiring the constant erection of new buildings and employment of more people. In addition to auto, bicycle, motorcycle, truck and other tires, it manufactures boots and shoes, raincoats, soles and heels, druggists' sundries, hose, packing, belting, molded goods, valves and other rubber products, totalling up into many thousands of items.

Thousand Buicks Are Sold During Omaha Auto Show

One thousand and two Buick cars sold during the Auto show is considered by those familiar with the automobile business to be the largest number of cars ever sold during the Omaha show by any one concern.

R. D. Herzog, sales manager in this territory for the Nebraska Buick Auto company, gives the excellent weather during the show credit for this large amount of business, as it was possible for a greater number of dealers and purchasers to come in from all over the state than ever attended in past years. To this date every car shipped to the Nebraska Buick Auto company has been delivered to Buick dealers throughout the territory for which they are distributors. This speaks for the popularity of the 1916 line of Buick sixes.

BATTERIES KEEP ALIVE WITH AUTO UNDER WATER

A peculiar automobile accident recently frightened many residents of Houston, Tex., into believing that some huge submarine monster was inhabiting the waters of Cedar Bayou, a body of water near Houston. However, it proved to be a wonderful example of the quality and stability of the Willard storage battery.

According to dispatches from Houston a local resident, Ike Levin, was crossing on the ferry with his machine, on a duck hunting trip. Somebody forgot to tie the boat at the other side and when Levin started his motor preparatory to driving off, the power from the rear wheels kicked the boat backward and sent the machine forward into the water. Levin jumped, but he sank in twelve feet of water.

It was very early in the morning and Levin had his lights burning. As the car sank the water for a long distance took on a shimmering yellow look that located the machine's position when they came to remove it.

The water and airtight construction of the battery prevented all moisture from entering the cells and kept the lights burning brightly from Sunday morning until Monday night, when the car was towed ashore.

This evidence backs up the claims of the Willard people, who supply the batteries used on 85 per cent of American makes of electrically equipped cars, that the construction of their battery is not slighted to save in production costs. It certainly is a wonderful example of what real quality means to the car owner.

HAYNES MANAGER SEES GOOD YEAR

Past Year Exceptional for Auto Industry, and Future is Bright.

ADDITIONS TO THEIR BIG PLANT

"We are far enough into 1916 to be able to make a fairly accurate estimate of what the year will mean to the automobile business," says A. G. Seiberling, general manager of the Haynes Automobile company of Kokomo, Ind. "It will be one of unparalleled growth. What the business itself has shown in the first two months of the year makes me feel completely justified in saying that this is going to be the banner year in the history of the industry."

"These bright prospects for the year rest on a combination of encouraging conditions. General business all over the country has a healthier undertone than it has known since 1901. Money is plentiful—especially in the agricultural sections of the middle west. And when the farmer prospers the country prospers. The wheat and corn crops of last year were great; the farmer made money on them. Live stock prices, while not topping the markets of previous years, were not unreasonably low. Big fruit yields put the fruit districts of the far west in splendid financial condition. In the south there is a general optimism not only over the outlook for the future, but over present conditions. The metal working industries are in splendid shape because of the reflex from the war. Labor, skilled and unskilled, is being well paid.

Benefits to Motor Industry. "All of this benefits the motor car market. Motor cars are now a necessity in daily life. They are no longer a luxury. Yet the demand for pleasure cars is increasing—just as the demand for dinner gowns increases proportionately with the demand for everyday dresses.

"More people than ever are buying the lower priced cars. This is partly for the reason that automobile makers are able to make and sell a better car than ever

at a reasonable price. Except for specially built and appointed bodies, medium priced cars offer the same advantages as the higher priced ones. The vast majority of motorists demands service and performance—and today they can buy a car at a price around \$1,500 whose performance matches that of machines at twice the price. It simply resolves itself into a question of what a man wants or what he can afford. The value will be given him one way or another.

Season Good One.

"The last season with the Haynes was successful and prosperous. What we feel about 1916 is shown by the fact that to take care of the business already in our hands we are making extensive additions to our Haynes factory. A new four-story building to house the power plant and to care for the increased work, as well as to provide enlarged loading and shipping facilities, is being completed. We are also building a new three-story paint shop, by means of which we can not only handle more cars every day, but can improve the body finish. We are also occupying a new executive and administrative office building, which has just been finished, and which was made necessary by our increased volume of business. So satisfied are we with the certainties of the future that we have bought thirty-three acres of land to take care of future factory expansion.

"But I am not simply intimating that 1916 is going to be a great year for the Haynes. I believe, and I sincerely hope, that every automobile maker in the coun-

try will enjoy the same degree of prosperity."

CADILLAC EIGHT ALWAYS RESPONDS TO THROTTLE

If, when you step suddenly and hard on your foot throttle and the speed of the car does not instantly increase. It may mean that your carburetor cannot supply at once enough gasoline to compensate the inrush of extra air to the motor. This is a fault more or less common to carburetors; and the way in which Cadillac engineers have overcome it is highly ingenious.

When the throttle is opened quickly the tendency is for the mixture to become lean, for the reason that the gasoline, because of its greater density, is not drawn into the mixing chamber as easily and as rapidly as the air. This disproportion of gasoline and air is seldom of more than momentary duration, but even that is sufficient to cause a skip or two or a choking of the motor and keep it from developing the power needed for rapid acceleration.

The device evolved by the Cadillac engineers is a skillful application of the plunger pump principle. In this case, however, the action is confined to only one stroke of the plunger. When the throttle is suddenly opened the plunger automatically accelerates the supply of gasoline through the spray nozzle, thereby providing a correct explosive mixture for quick acceleration and the getaway is instantaneous.

Willard
STORAGE BATTERY
Spring Opening
When you "look her over" out in the garage, be sure to give your storage battery the necessary attention. Let us inspect it. We're experts.
Nebraska Storage Battery Co.
2203 Farnam St.—Tel. Doug. 2102.
Free inspection of any battery at any time

Overland
SIX
\$1145
Model 86 f. o. b. Toledo
No Advance In Price
The price of the big, powerful Overland Six (Model 86) will not be advanced.
Prices of other Sixes are advancing. Prices of Sixes recently announced on new models, are higher. In fact, comparatively figuring, prices of practically all Sixes are now far in excess of the Overland.
On the basis of present prices of raw materials a Six of the Overland quality would have to sell at a much higher price.
But due to a little foresight in purchasing we escaped having to pay premiums for raw materials—hence the price of the Overland Six is not increased.
This in spite of the fact that prices of all steels are up from 100% to 150%; that the price of aluminum has gone from about 20 cents a pound to over 50 cents a pound; that the price of copper has more than doubled; that tires and other accessories have had a sharp advance.
We cannot guarantee that this present price of \$1145 will hold indefinitely.
The serious condition of the material market makes that impossible.
But the quality is not lowered; and for the present price is not advanced.
Just compare the size, power, flexibility and quality of the Overland Six motor; the length of the wheelbase—the seating capacity, the finish, the equipment, the comforts, the conveniences and improvements of the Overland Six with all others and you'll find no valid reason for paying more than \$1145 for a six cylinder automobile.
Deliveries now.
Overland Omaha Company
J. R. JAMISON, President
Douglas 2643 2047-2049 Farnam St.
OMAHA
The Willys-Overland Company, Toledo, Ohio
"Made in U. S. A."

The next time you see an **ALLEN** stop and look it over. If you are not familiar with it it will give you a pleasant surprise.

The lines of the car and the finish give it a sturdy classy appearance which immediately dispells all thought of a cheap car

Specifications
24x26-inch Allen Sommer Motor, 27 H. P.
4 cylinders cast on bloc.
Unit Power Plant.
Westinghouse electric starting and lighting system.
Gas tank at rear; vacuum feed.
Full floating rear axle, pressed steel housing.
112-inch wheelbase, 55-inch underslung rear springs.
Firestone demountable rims with one extra.
Weight of car is 2,300 pounds.

Standard Motor Car Co.
2010 Farnam Street.
Phone Doug. 1705.
Western Distributors.