

**BILTWEI IS TO COST LESS**

**Velle Makes Another Interesting Announcement for the Season.**

**ITS QUALITY IS INCREASED**

With the announcement last week of the new Velle "Six" at \$1,065 it was assumed that this car was to be the company's entire offering for 1915, but such is not the case. The larger and well known Velle "Biltwel" Six, model 15, will be continued in both five and six-passenger models at a reduction of nearly \$200 in price, namely, \$1,400.

The model 15 has a wheel-base of 224 inches, six tires on the five-passenger size and six and a half tires on the six-passenger. The latter model has disappearing seats, which entirely fold away into the back of the front seat. The motor is a Continental, 24x35, with Gray & Davis starting and lighting systems and Atwater-Kent automatic ignition; multiple disc clutch, spiral bevel drive and every feature and appointment usually associated with a car of much higher price.

**Quality Not Cut.**  
The quality and finish of the new models have not suffered in any way through this price reduction. Real leather and curled hair, the wonderful "mirror" body finish, careful fitting and workmanship, and thorough testing and inspection are all well known Velle attributes which are looked for and are considered as a matter of course in Velle cars.

So much has been said in these columns during the last year of the performance and achievements of the Velle "Biltwel" Six that little may be added at this time. The success of the car in the hands of thousands of owners, and the refinements incorporated in the new \$1,400 price is real assurance of remarkable value.

The Velle Motor Vehicle company at Moline, Ill., has planned a large increase in production, many new representatives have been secured and their well known service plan is, therefore, brought even closer to the individual buyer. With the continuance of the larger car the buyer may secure a Velle in any size he prefers.

**Studebaker Agent Has to Paint Out Sign on U. S. Trail**

Every now and then the United States government tempers justice with mercy, although it will go to any length and wait for years for an offender. It waited several years for F. E. Sands, a Studebaker automobile dealer and then it tempered justice with the merciful order that condemned Mr. Sands to take one of the most beautiful automobile trips in America.

In the exuberance of breaking a record, Mr. Sands once broke a federal law. He broke all speed records with a paint brush, but unfortunately he used his material on United States scenery that had been dedicated to the enjoyment of all the people in a national forest. The government didn't seem to appreciate the fact that the American people would like to know that Mr. Sands had been the first to pass that way in his Studebaker.

It happened when Mr. Sands, who is president of the automobile company handling the Studebaker at Seattle, was the first to drive a machine from Seattle to Hazelton, B. C. On a monster rock overlooking Lake Koochelus, in the Cascade mountains, he painted a sign that described his car as the "Pacific Highway Pathfinder." Lake Koochelus lies just beyond what was then the tortuous Snoqualmie Pass; and, naturally, being the first in a machine to negotiate it, Mr. Sands was willing to make a permanent record of his triumph.

But the government set itself sternly in opposition to the permanency of the record. Walter G. Hellan, a forest ranger, in the course of his ranging, recently ran across the sign. Mr. Hellan rubbed his eyes. Mr. Hellan looked again. The sign was still there. The sign was there so permanently that he didn't need another look to convince himself that the law had been broken. Then began the government's gum shoe work to locate the culprit. Through the Studebaker corporation, which had to make truthful answer, Mr. Sands, the pathfinder, was disclosed as the painter. Feeling certain that a man who had used a paint brush once could use it again, Mr. Sands was ordered to hire himself to the depths of the forest preserve and paint out the record of his prowess.

**Saxon Second in Stiff Hill Climb**

Evidence of the amazing development of automobile engineering as applied to low-priced cars was furnished in the recent hill climb at Uniontown, Pa. Here a Saxon "Six" took second place in the "20-inch class," defeating cars of higher price and greater piston displacement and yielding the victory only to a car of larger size and nearly twice the price. The Saxon had the smallest piston displacement of any car in the race.

The winner's time for the climb up Summit mountain was three minutes, fifty seconds, setting a new record for the hill. The Saxon "Six" shot up the steep grade in four minutes, four seconds. Buick was third and Maxwell fourth. Ralph DePalma, winner of the 50-mile international sweepstakes at Indianapolis, driving an imported Hispano Suta, had to be content with fifth place. Morse cyclecar was sixth.

Apartments, flats, houses and cottages can be rented quickly and cheaply by a See "For Rent."

**SELLS SERVICE WITH AUTO**

**Chalmers Motor Company Puts Its Offer to Customers in Black and White.**

**TO THROW IN 100 HOURS' TIME**

"With the installation of our new service system the Chalmers Motor company will give 100 hours free service with the sale of every Chalmers car," declared Sales Manager Percy Owen coincident with the announcement of his promotion to the newly installed office of general sales manager.

In outlining the new plan of Chalmers' service, Mr. Owen said:

"The plan we have formulated is widely different from anything ever undertaken by any manufacturer of motor cars. We are issuing a book of labor coupons that will be negotiable at any one of the 800 Chalmers' service stations, and absolutely without cost to the owner. In this way we expect to make Chalmers' service something tangible, something that the owner may carry in his pocket; a health insurance for his car wherever he may go.

"There has been a great deal of confusion in the automobile world," continued Mr. Owen, "as to the true meaning of the word 'service.' Up to the present time the owner has vaguely believed that service was something due him from the dealer and the factory. He has had no definite conception of the limits of the word. Service has differed in different cities. The motor car buyer might get a greater degree of service in one city than another, due entirely to the dealer's definition of the word.

"A universal policy of service, which we believe will be the greatest motor car service value, the most definite, the only tangible service, will henceforth be an added value that the purchasers of Chalmers cars will get.

"We are putting service in black and white. We are putting it in a leather covered book where the owner of a Chalmers car can put his hand on it, and receive car adjustments in exchange for a coupon whether he be in New York or Moline, in San Francisco.

"This plan will rob long tours of their terrors. Every town along the tourist's itinerary that has a Chalmers dealer will find his service book negotiable. It will be the traveler's check of the motorist, identifying him wherever he may go."

**Fifteen Thousand Goodyear Tires Are Made in Single Day**

"When the Goodyear Tire and Rubber company built 15,000 automobile tires in one day, back in 1912, setting a world's record in tire production, and a new mark for competitors to aim at, the performance was heralded as a wonderful feat, as indeed it was," says J. M. Dine, branch manager of the Goodyear Tire and Rubber company.

"But, as succeeding events have proven, we were at that time hardly more than getting squared away for the wonderful production which was to follow. Only a year and a half later Goodyear had more than doubled its output, and set up a new mark of 11,000, being the first tire company to attain a production of more than 10,000 tires in a single day.

"The enormous strides taken by the great tire industry are emphasized by Goodyear's latest record-breaking feat of building 15,447 tires in one day, establishing another world's record.

"These tires laid flat and stacked one upon another would make a pile more than a mile high, or if placed side by side would stretch out more than eight miles. A conservative estimate of their retail value is \$300,000. Ten day's output would amount to \$3,000,000, which is as great a fortune as was accredited to the Count of Monte Cristo by Dumas.

"It will be but a short time until we will reach a regular daily output of 20,000 tires. The recent announcement of price reductions made by many automobile manufacturers indicates that next season's production of cars will be a record-breaker."

**Model 43**  
Has the characteristic Oldsmobile touches. Oldsmobiles have this attraction always, they are quite out of the ordinary.  
Price \$1095 f.o.b. Lansing, Michigan.

**Oldsmobile**  
Established 1890  
Incorporated 1899  
**Drummond Motor Co.**  
20th and Farnam.  
Phone Harney 409.

**Positive Experts on All Self-Starters.**  
**Strable & Anderson**  
Red 4473. 2050 Farnam.

**\$1750**  
**Stearns-Knight**  
—a good purchase  
The Knight Motors will displace the Poppet valve inside of two years.  
Get a hand made Stearns-Knight now and save changing  
**McINTIRE AUTO CO., Distributors**  
Phone Douglas 5904.  
Come in and see some used cars of other makes, which we offer at a surprisingly low figure.

# Chalmers 1916 Cars Here

## Astounding Values-Astounding Prices

**T**HE Chalmers Motor Company, with its new organization, even greater factory facilities, additional buildings, more men and still more capital, and with a quadrupled production is bringing out for the season of 1916 a series of cars the equal of which have never been offered before.

The Chalmers Company is the only leading manufacturer that is offering a new car for 1916 at a new price—in the medium-price class.

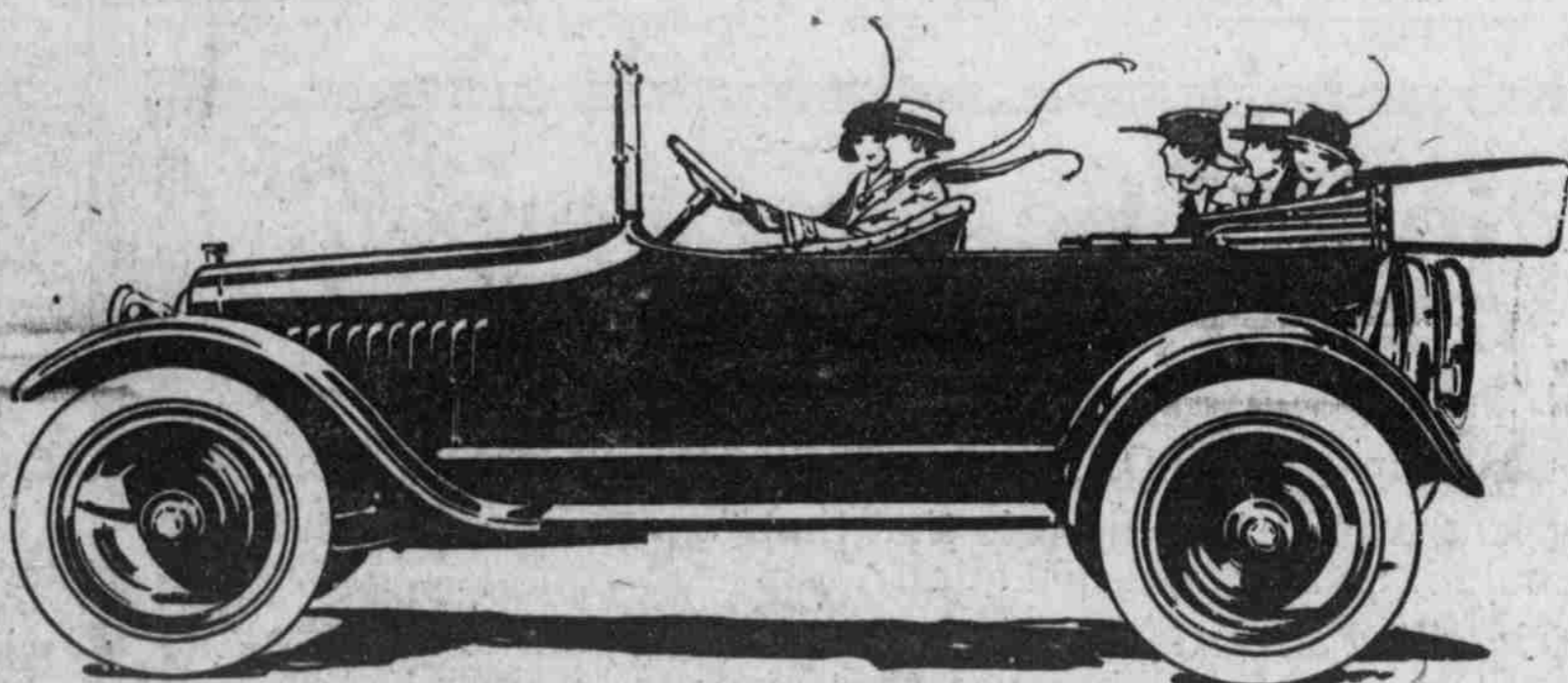
Others have either put out a new car at a higher price, the same old car at the same old price, or the same old car at a cut price.

This new Chalmers is the Six-40 shown below at the astounding price of \$1275.

The Light-Six and Master-Six are continued in improved models at lower prices.

Such prices at higher quality than ever before are only made possible by cutting out middleman's profits, buying for cash on definite specifications, utilizing new methods of manufacture and administration, working on smaller profits and greater production.

The Chalmers Motor Company has also inaugurated a new Chalmers Service Plan by means of which we are able to offer gratis to every new Chalmers owner service in the form of an interchangeable service coupon book, good for a definite amount of work—at any Chalmers dealers—anywhere.



**Chalmers Six-40 \$1275.00**

This is the most remarkable motor car that has ever been offered for \$1275. It is the lowest price at which Chalmers quality has ever been sold.

It is the only American stock car with valve-in-head overhead camshaft motor, the type that Europe was working on when war stopped production.

It is this type of motor that broke all records for 500 miles at both Indianapolis and Chicago speedway races, going at the terrific speed of 90 miles

per hour at Indianapolis and 98 miles an hour at Chicago—the most gruelling test of motor car efficiency ever known.

This motor gives the car instant get away, wonderful flexibility, great power and economy.

The car rides like a Pullman.

It is the superior of cars that three years ago sold for \$3000 or over. Be sure to come in and see it.



**Chalmers "Six-48" Seven-Passenger \$1550**



**Chalmers "Master Six" \$2175**  
in either Touring Car or Limousin. Bodies at Prices Ranging from \$3350

This is the 1916 series of the popular Light-Six declared by thousands of enthusiastic owners to be the most satisfactory motor car they have ever owned. It is light where it can be, strong where it should be. It is the most economical car in America in upkeep cost and admittedly the best car made within \$500 of its price.

These are the magnificent Master Sixes which have stood all tests of performance, appearance, quality and upkeep. People who demand the utmost in a motor car will find that the 1916 Chalmers "Master-Six" measures up to the highest standards of automobile construction and still remains within reach of the average purse.

These models are on exhibition now in our salesroom. First orders will be filled from stock.

**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"