

# AUTOMOBILES



## MAXWELL SALESMEN HOLD CONVENTION

Large Number Meet at Detroit to Study the New 1916 "Wonder Car."

### TO INCREASE THE OUTPUT

"A strong example of the principle of co-operation in automobile circles was the annual salesmen's convention of the Maxwell Motor company, incorporated, held at Detroit, July 15, 16 and 17," says C. J. Brokaw, district manager of the Omaha Maxwell branch, who has just returned from Detroit. Zone supervisors and district salesmen—men who mingle with owners and dealers alike throughout the United States and Canada—gathered in a three-day session to study the 1916 Maxwell; to become thoroughly acquainted with every feature; so as to better co-operate with the big Maxwell factories in demonstrating Maxwell superiority and Maxwell service from ocean to ocean.

Those who spoke included Orlando F. Weber, assistant general manager; J. A. Vail, chairman of the executive board; C. E. Stebbins, assistant sales manager; Ezra B. Eddy, publicity manager; Charles Gould, service manager; Robert T. Walsh, advertising manager; B. A. Lyman, cashier; L. K. Cooper, John Yoke, T. F. Toner, W. D. Paine, H. H. Howe and others.

The installation of progressive assembling facilities will enable the Maxwell people to turn out 250 cars per day. This will be of material assistance to the Maxwell factory and assures Maxwell customers of quantity production. In speaking of the progressive assembling, Mr. Brokaw illustrates it in the following manner: A circular track has been built upon which the cars are sent from one body of men to another until the assembly is complete. First the frame is put in position. Next the axles and wheels are put on, then the motors placed in position; after this the body is put on and so on until the car is complete. After the car is completely assembled gasoline and oil are put in and the car run around a mile and one-half test track adjoining the factory.

Mr. Brokaw says there are now four leading tracks and four docks being used by the Maxwell people. One hundred and fifty cars were loaded in one day during Mr. Brokaw's visit at the factory.

## Heard at Omaha Automobile Club

"This overland touring through Omaha is a bigger thing than people imagine," said Clarke G. Powell, secretary of the club. Here are a few interesting statistics that will serve to show Omaha what an average good year would be like without rains every other day. We have estimated that there have been about 2,000 cars through Omaha since April 15. The average number of people per car is three, making about 6,000 people, or a city the equal of Nebraska City in population. These tourists have bought in Omaha about 12,000 gallons of gasoline, figuring the average at six gallons per car, and at 11 cents per gallon the money spent would be \$1,320. Now take an average of 40 cents a meal and an average of two meals per passenger and the feed expense is \$4,800. At least one-half of these tourists have stopped off in Omaha, so we can safely say that 1,000 tourists have lodged here one night at least and at an average of \$1.50 per lodge. The automobile repairs would be about \$4 per car, making a nice sum of \$4,000, figuring that each car has that much overhauling to be done. Supplies of clothing, cigars, water bags, books, etc., at about 75 cents per passenger would give Omaha about \$4,500 more. The average distance these cars have come in is about 1,000 miles, making a grand total of 2,000,000 miles for the 2,000 cars. About \$1,000 is an average cost of the cars, and now take your 2,000 cars and we have a \$2,000,000 price for machines."

W. A. Frazer, sovereign commander of the Woodmen of the World, and Colonel H. W. Jewell, the sovereign adviser of the same order, who were both re-elected last week at the national Woodmen convention at St. Paul, expect to motor to White Bear lake and other Minnesota resorts before returning to Omaha. Tourists coming into Omaha report having met M. E. Gale, from Stamford, Conn., who is touring overland on a motorcycle which is equipped with shafts extending to a modern, prairie schooner, mounted on motorcycle wheels, and which serves as a Pullman for his wife and two children.

A Van Gundy of Shenandoah, Ia., says the No-daway river and the 101 creek were so high during the recent rainy spell at Tarkio and Burlington Junction, Ia., that water was eight feet deep in the main streets of some of the towns. The detour from Omaha through Arlington and Elk City to Fremont is being kept in good shape and is marked with a yellow cross. High centers in some of the desert roads out west strike the differential housing. These roads are rapidly being worked over. The highway up from Ogden to Yellowstone park is a beautiful two-day drive, with splendid stops. August 1 automobiles will be allowed in the park, the first time since opening. Gould Dietz, chairman of the city laws and ordinances committee, has been wading through a few tons of literature bearing on dimming and dimming laws and is getting right down to the real remedy. His "dimming party" will be held soon, attended by high officials in motor-dom, and an effort made to try every device ever manufactured for the purpose of dimming a headlight. Chairman Gould of the road sign committee is receiving hundreds of congratulations on the splendid work done by the official sign car, which has just completed marking the Omaha-Kansas City route through Omaha, South Omaha and for quite a ways out into the country. Tourists report corn and other crops along the line in good shape and prospects fine for big money for the farmers.

## New Partnership in Omaha Auto Business



H. B. NOYES.

W. L. Killy, formerly sales manager for one of Omaha's largest automobile distributors, has recently joined forces with H. B. Noyes of the Noyes-Killy Motor company. The new firm will be known as the Noyes-Killy Motor company. Mr. Killy has been in the automobile business for a number of years and has to his credit both a wide acquaintance and a wide experience.

Saxon and Kiesel are the cars which the new partnership will devote their time to. Mr. Noyes has handled the Kiesel for the last season and is convinced that it is one of the most honest

cars on the market. It is built in Wisconsin by a group of men who have spotless reputations and the Kiesel, Mr. Noyes says, is representative of this reputation.

The Saxon, too, is one of the cars designed to give value for the money, and Mr. Killy believes with his acquaintance and experience that he can make a very good record with the car. The Saxon has plenty of efficiency records to its credit and Mr. Killy wants to add a new sales record to the already good one.



W. G. KILLY.

by the Shriners and Rotarians has been one which will ever be remembered by the members in attendance from Seattle. Mr. and Mrs. Huff will tour south along the coast, visiting all points of interest.

The last few days of sunshine have made a startling increase in the auto supply and accessory trade, reports A. D. Troup, manager of the Consumers' Auto Supply company. "Hot weather is what we need; hot weather and good roads. That's what brings 'em in."

H. H. Repligle, manager of the Akron Marathon Rubber company, has climbed out on the good business road in fine shape and is particularly pleased with the country business. Mr. Repligle has recently added D. B. Capron to his force as city salesman. Mr. Capron was formerly with the Pennsylvania Tire and Rubber company.

The Pennsylvania Tire and Rubber company have just completed installing a new free air motor. This motor is an eastern type automatic motor and will carry a pressure of 140 pounds at all times. O. A. Olson, local manager of the Pennsylvania Tire and Rubber company, says "One hundred and forty pounds pressure ought to stop the old cry of no pressure."

C. W. Calkins, will know Omaha real estate man, will arrive probably this morning from Detroit, in his new 1916 Hupmobile. Mr. Calkins could not wait to get his car in the usual manner so he hopped on the train and went to the factory for that purpose.

The sunny days of last week increased the number of tourists through Omaha many fold. Powell supply company reports call after call from motorists on the different trails into and through Omaha. Among them was W. A. Silveus, prominent real estate man of San Antonio, Tex. He assured his friend, S. E. Burr of the Powell company, that the Leo tires he was using were giving him splendid service on the trip.

A very effective sales-boosting campaign was put on by Powell Supply company on the last two Saturdays. The salesmen on the road and several from the Omaha house journeyed to twelve of the most prominent towns in the territory and acted as salesmen for the dealers handling Leo Pneumatic-Proof Pneumatic tires. They report considerable business and a great deal of enthusiasm on the part of the dealers visited.

Tom Noon, when he isn't selling Leo tires for Powell, runs the Chris Lock ball team. He recently had a game with Blair, and scoring the plebeian retired, supplied his warriors with deep-cushioned four-wheelers that carried them to the scene of the conflict.

The new Yellowstone Automobile road is, without doubt, a paradise for auto enthusiasts, and in contemplation of that trip within the next few days, one of Omaha's prominent hotel men yesterday placed his order for a Hupmobile in which to make the trip, feeling sure that the car would take him there and back without trouble.

J. M. Oppen, manager of the Jones-Opper Auto company, has just returned from a trip through northeastern Nebraska. Mr. Oppen succeeded in landing several contracts for Leo agencies and says business ought to hum if the roads keep on drying out. All indications are excellent now.

H. E. Sidles, general manager of the Nebraska Buick Auto company, stopped off here on his return from the Buick factory, where he found the plant working days, nights and noon hours in a never ending effort to take care of the phenomenal demand for 1916 Buick Sixes.

Charles Stuart, secretary of the Nebraska Buick Auto company, spent a few hours in Omaha en route to the bankers convention at Chicago. Word has been received from Leo Huff, manager of the Nebraska Buick Auto company, who states that the trip made

## Stearns Knight is Preparing for Big Season of Sales

J. A. McIntire of the McIntire Auto Co. is planning for a big Stearns Knight season. In speaking of the new car McIntire is all enthusiasm. "They can't help but buy it if they see it, and compare it with other cars of its class," was his opening remark and this was followed by a brief recital of the reason why they can't help but buy it.

Here are Mr. McIntire's steps to what he terms a logical conclusion, and he snaps them off as if he has been eating them for the last few weeks:

"Motor—Four-cylinder, 3 1/2 bore, 5 1/2 stroke, 24 rated horsepower. We guarantee 40 brake horsepower. Cylinders cast in bloc. Force feed lubrication to all bearings.

"Clutch—Leather faced cone type so designed as to give easy starting.

"Transmission—Selective type, three speeds forward and one reverse. A unit with engine.

"Drive—Through propeller shaft and one universal joint to rear axle.

"Rear Axle—One piece of pressed steel with bevel gear housing mounted in center, making a very rigid construction.

"Front Axle—One piece forging, Stearns special design.

"Springs—Semi-elliptic front; cantilever rear.

"Brakes—Foot brake contracting on propeller shaft; emergency brake expanding in drums on rear wheels.

"Tires—Sax all around.

"Wheel base—118 inches.

"Gasoline Supply—Couch tank gravity feed.

"Equipment—Westinghouse starting and lighting system with double bulbs, headlights and a number-carrying tail light, instrument board light and trouble light attachment; oil gauge, gasoline gauge, electric horn, speedometer, windshield, one-man top, tire carrier, tool kit and one extra rim."

Evidently Mr. McIntire believes what he says to the extent of backing his belief financially, as he has recently engaged as his sales manager W. F. Mookler, formerly of Sioux City.

Mr. Mookler has had eight years of automobile experience with the Adams Auto company of Sioux City.

Mr. Mookler, too, has the Stearns Knight spirit combined with a list of "why nots," all of his own. He says "the older the engine the better it gets. Absence of trouble—Economy of upkeep, and first cost last cost," are the facts around which he shall weave his sales talks.

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## SAXON COMPANY GIVES EACH DEALER ONE TIRE

It was a great occasion for Goodyear tires as well as for Saxon Sixes when Saxon dealers to the number of 205 last week left the Saxon plant at Detroit to conduct an economy test of gas and oil as they drove from the plant to their homes in various parts of the country. Every car in the test was Goodyear equipped.

## Gossip Along the Automobile Row

One day last week the W. L. Huffman Automobile company received a carload of five 1916 Hupmobile touring cars, and notwithstanding the fact that they had signed orders with checks in full payment from retail customers, at list price for more than that many cars, they delivered them to agents in order that the Hupmobile car should be shown in all sections of the country. These cars went to different points, north, east, south and west, and as a result of the demonstrations the Huffman Automobile company has simply been overwhelmed with inquiries from buyers clamoring for literature, agency rights, etc.

John L. Bovis, district sales manager for the Nebraska Buick Auto company for the Iowa territory, was a visitor at the Omaha branch Thursday.

R. D. Herzog, sales manager of the Nebraska Buick Auto company, called at the Nebraska Buick Auto company the latter part of the week.

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## STYLISH SHOW

Enter the New Stearns-Knight

The U.t.mate Car

This year, its success established, we are pleased to announce that the new price of the Stearns-Knight Light Four will be \$1395.

DEALERS: We have a proposition that is a real asset. Write or Wire.

### McIntire Auto Co., Distributors

Phone D. 2406. 2427 Farnam St.

# 1916 REO 1916

The Reo Motor Car Company wish to announce that they have appointed the Jones-Opper Auto Co. distributors of the Reo Automobile throughout eastern and Northern Nebraska and Western Iowa. A stock of cars sufficient to insure immediate deliveries has been allotted them.

The Reo Policy—Now and Always—Permanent Satisfaction. No effort has ever been made by the Reo Motor Car Co. to compete with other cars in anything but quality. If, in our estimation, an additional expenditure would improve the efficiency of our car, the improvement has been made and charged for.

The Reo Preference Never Based on Price But on the Quality of Reo Products—That's Why there are 80,000 Reos in use today. That's Why every Reo owner is a Reo booster. That's Why we glory in our policy and have no fear of serious competition. That's Why the Reo stands out individually.

The Reo is FIFTY Per Cent Oversize in All Vital Parts—and every Reo owner knows this. There is a certain comfortable feeling which steals over you; a feeling of satisfaction, assurance and pride when you realize that the Reo is your car. You know it will carry you anywhere another car will carry you, and back, because all the vital parts are 150% efficient.

### Reo Six Specifications

Front springs, 8x2, semi-elliptic; rear springs, cantilever.

Front axle, I beam drop forged, with slinker roller bearing spindles; rear axle full floating.

Wheels, 34x4, demountable rims.

Tires, 34x4, front and rear; nobby tread on rear.

Wheel base, 122 inches.

Motor, 6-cylinder, vertically, cast in three, modified L type.

Cylinder, 8 1/2-10x3 1/4; horse power, 40-45.

Electric lighting and starting system.

Completely equipped, \$1,685.

The New REO the Fifth the Incomparable Four

## \$1050

### Reo 5th Specifications

Springs, front, semi-elliptic; rear, 3/4-elliptic.

Rear axle equipped with slinker roller bearings.

Wheels, wood, 34x4, demountable rim.

Tires, 34x4, front and rear; nobby tread on rear.

Wheel base, 115 inches.

Motor, vertical 4-cyl., cast in pairs.

Cylinder, 4 1/2 x 4 1/2; horse power, 30-35.

Electric starting and lighting system.

Left-hand drive, center control. Speed, 40 to 45 miles.

Completely equipped, \$1,050.

TO DEALERS: We now have the cars on our salesroom floors in ample quantities to make immediate deliveries. We are completing our organization in Omaha territory and will contract with a few live dealers during the next 30 days to sell Reos in this field. If you are in position to take on a Reo agency, write, wire or come to see us at once. We shall advertise the car liberally and assist agents in every practical way to make this the biggest Reo year in Nebraska's history.

## JONES-OPPER AUTO CO.

Distributors Nebraska and Western Iowa

2043-45 Farnam Street J. M. OPPER, Manager, Omaha OMAHA, NEB.