



OMAHA AUTO CLUB EVENTS

Eight Red Oak, Ia., Families Buy Touring Cars on Coast to Tour Home In.

CLUB MEMBERSHIP IS GROWING

Mrs. Jim Ashby and family and seven other families, all of Red Oak, Ia., recently returned from the San Diego and San Francisco expositions via the Yellowstone trail from Seattle, Wash. All seven families journeyed to the exposition via train and there bought touring cars and returned by automobile.

Quite a few protests have been entered concerning the parking of cars in the center of the street at Eighteenth and Douglas, business men in that vicinity asserting they have trouble in finding a place to park their cars, having to go two and three blocks out of their way to find a suitable place.

"Catherine" is the smallest tourist registered at the club room. She weighs only two and one-half pounds. No, she is not a dwarf nor does she speak the human language. "Catherine" is the pet St. Charles poodle belonging to Dr. and Mrs. F. H. Cutsinger, Topeka, Kan.

"We are walking to San Francisco from Harrisburg, Pa.," said E. G. Oltot, who, with his brother, is out on the long jaunt on a wager which is to be given them if they reach the coast by November 1.

The handsome automobile club pennant, given to every member bringing in a new member is bringing in on an average of five a day. The pennant is on black felt and the letters are in AK-Sar-Ben colors, the whole scheme making a very desirable and beautiful decoration for an automobile. Every member should avail himself of this opportunity to boost the club, good roads and touring in general by bringing in a new member and receiving a pennant for himself and one for the member brought in.

Membership increasing. "Will we reach 1,000 members by fall?" smiled Secretary Powell, as he fondled a stack of applications that would choke an elephant. "You bet we'll reach that old 1,000 mark. The local motorists played the conservative act on us for a time, but after they checked us up and found we are giving just what we promised, and more, too, they are simply tumbling in and affiliating in the great work we are doing. Believe me, this club is going to be one of the clubs of the city, and please make that 'all upper class letters.'"

J. D. Youngman, president of the Youngman Real Estate company, returned from a motor jaunt to the Minnesota lakes and reports roads up through Ft. Dodge and Blue Earth in good condition. "Why, I have heard complimentary remarks about the Omaha Automobile club away up above St. Paul, in small cities the names of which you would not recognize. Some of their citizens have been touring and received valuable help from our club and are saying nice things about it. Fishing is not the best, but I managed to land a dozen big bass every day while at the lakes. Most of the lakes have received scant patronage on account of the moat weather."

"Our sinking fund for a future club house is growing like a Jimson weed," remarked Treasurer Gould Dietz. "It is getting to be more and more of a near future possibility."

Kokomo Man Wins Saxon Economy Drive

After considering 136 reports sent in by dealers from many parts of the country who participated in the Saxon Economy Drive, judges of the contest have awarded first prize to C. F. Seaward, Jr., of Kokomo, Ind. Mr. Seaward covered the distance from Detroit to Kokomo, 327 miles, at an average of 26.3 miles per gallon of gasoline. Only one quart of oil was used on the entire trip. Over half the way the roads were in bad condition. At places washouts made the path almost impassable. Mr. Seaward reported that he encountered ten heavy rains during his trip home.

Final figures show that the total distance covered by the 136 dealers who participated in the driving day event was 16,377 miles, each dealer averaging 232 miles. The average mileage on gasoline was twenty-one miles to the gallon, and on oil 130 miles to the quart.

The results made by the dealers are considered remarkable, viewed as an economy record for six-cylinder cars. Almost without exception, each dealer was forced to contend against bad road conditions. The drive started from Detroit during a several day period of almost continuous rain, which put the country roads within a radius of 150 miles in poor shape.

ELECTRICAL CAR EQUIPMENT IS GAINING IN POPULARITY

"There has been a marked increase in the business of electrical car equipment," says Mr. Livingston of the Master Sales company. "It means the elimination of the old crank shaft and continual light service, so why shouldn't our business increase?"

Even the Ford owners are installing the later systems regardless of the equipment which they now have. "Since the distribution of the 1910 T-model has been assured numerous Ford owners have put this money into electrical equipment."

SPEEDS UP WORLD'S TRANSIT

Automobile Becomes a Necessity and Demand for the Moderate Priced Machine Continues Good.

OUT IN PRICE OF CHALMERS

"The automobile business is fast approaching a crisis," asserts Hugh Chalmers. "The battle of the giants is now on. It is a battle royal for the supremacy of the medium priced motor car field."

"Until the present time conditions in the automobile world have been unnatural. With the development of a dependable motor came a stupendous demand for motor vehicles of any available type. The demand at once exceeded the supply. Any one could sell any motor car at any price."

"But the staid old law of averages applies just as well to the automobile manufacturer as it does to the piano maker or the typewriter man. After its brilliant run it must sober down to common-sense business principles, or some one else who is more far sighted is going to forge to the front."

"Automobile a Necessity. "It has become plainly apparent that the automobile is a necessity. It has speeded up the world's transit. A light delivery truck does the work of a dozen horses, and does it cheaper and quicker. The farmer has adopted it almost universally because it cuts distance in two and brings him more in touch with the world beyond his line fence. The demand for automobiles has spread around the world like wildfire. This universal demand has caused a revamping of prices to meet the buying capacities of the masses."

"In recognition of these facts the Chalmers Motor company has been led to take up quantity production. Only by increasing our output and selling our cars on a closer margin could we afford to set a lower price on Chalmers quality. Hence we have added thousands of square feet to our factory space, employed more men and are prepared to break all production records for 1915."

"Price of Chalmers Cut. "As a result we are enabled to build this new seven-passenger Chalmers to sell at \$1350. This price has been a sensation in the whole motor car world. It is the lowest price we have ever placed on Chalmers products. We have done it without the least sacrifice of quality."

Two years ago Hugh Chalmers sent C. C. Hinckley, his chief engineer, to Europe to study motor design. While abroad Mr. Hinckley collaborated with foreign builders and discovered that the European tendency was toward the valve-in-head motor with overhead camshaft type. Upon his return to this country he set to work on a Chalmers motor of this design. The great war halted further operations abroad and the Chalmers company was thus first to market a car built along this principle. The success which this type of motor met abroad has been duplicated in America. At Indianapolis and Chicago an overwhelming majority of the cars to finish in the winning class were built along these lines. C. A. Pfeffer, vice president and assistant general manager of the Chalmers company, stated recently that July, 1915, was the biggest July in the history of the company. The business showed nearly 300 per cent increase over that of the corresponding period last year.

BAD ROADS CAUSE HEAVY LOSSES TO THE FARMERS

Alfred O. Dunk, president of the Detroit Motor Car company, Detroit, Mich., says: "A recent report of the United States Department of Agriculture furnished the astounding proof that the farmers of the United States are losing annually \$50,000,000, for the reason that they are unable to get to market at certain times of the year owing to bad roads conditions. All over the union are counted rich in agricultural products, but bearing the burden of bad roads. Careful observation shows that the Pacific northwest has uniformly the best roads. This condition is due to the active cooperation of the operation of the various states in that section, and the enactment of good road legislation together with liberal state appropriations."

RETIRE FROM ARMY SERVICE TO BECOME AUTO SALESMAN

Colonel John Lincoln Clem, known to the country over as the "Drummer Boy of Chickamauga," last Friday retired from the service of Uncle Sam after a service in the army that was almost continuous since 1882, when he ran away from his home in Michigan at the age of 19 years and became a drummer boy. Retiring from the army service, Colonel Clem becomes an automobile salesman for the Studebaker company, working for his son who has the Studebaker agency in San Antonio, Tex. Colonel Clem retired at the age of 64 years and upon his birthday. Upon his retirement he was given the rank of brigadier general.

Don't Fuss! Don't Cuss! Intensify Your Spark!

Put a Marvel Spark Intensifier on your spark plugs! Gives you a faster spark, means your engine runs smoother, gives you more power, saves gas, saves wear on the all iron your spark plugs, saves wear on the valves. Fringes the life of your old spark plug. Saves the motor. Makes it run smoother. Put the plug. Works on any location.

The Marvel Spark Intensifier

Makes the spark pliable. Gives you light to lighten the mechanical. Keeps your motor running longer. No rattling, no knocking, no vibration. Creating a sensation throughout the world. Every automobile dealer gives in every town of a Chalmers car a definite service free of all charge. This service consists of a Service Coupon Book, each coupon being redeemable for a definite amount of work on any Chalmers dealer's anywhere at any time.

RAYMOND MAXWELL COMPANY, 123 Commerce Bldg., Dept. 5, Kansas City, Mo.

Mitchell Company Is About Swamped With New Business

Rapid action marks the movement of the Mitchell 1915 cars from the Mitchell-

Lewis Motor company's factory at Racine, Wis., to users all over the United States and South America. Cars that are being shipped by express at greatly increased cost in order not to disappoint purchasers are being snapped up immediately on arrival and being put into use by their new owners. In many cases this eagerness to gain possession of "The Six of '15" and the "Perfect Eight" is so great that purchasers will not permit the

cars to spend the usual day or two at local service stations that is necessary for the tuning and adjustment that a new car should have. In spite of this frequent lack of preliminary precautioning methods, every car is more than making good on the promises made for it. One of the large Mitchell distributors in the east recently wrote: "We have taken every Mitchell car we could get by express to keep up as near as possible

with the most pressing deliveries and we stand the expense. It is the only way we can maintain our prestige and fill our rush orders on time. "The Wells Fargo company has just advised our president that it has shipped more cars into our territory from Racine, Wis., in the last thirty days than have ever before been handled by express in all the history of the automobile industry in this country. As soon as they arrive

they are pushed into service by their purchasers." "Booming Right Along. "The Francis-Cullis Auto company is booming right along," said Mr. Francis. "Just closed a contract for 500 Maxwells." Apartments, flats, houses and cottages can be rented quickly and cheaply by a Bee "For Rent."



Chalmers Six-40

\$1350 Seven Passenger

First Quality Car at \$1350

40-Horsepower, 7-Passenger Touring Car, Weight 3075 lbs. Valve-in-Head Motor with Overhead Camshaft

The battle of the giants is on. It is a battle royal for the supremacy of the medium priced motor car field.

It is the battle of that type of motor which smashed all speed and endurance records at Indianapolis and Chicago—against old style motors.

It is the battle of the principles of construction that went 90 miles an hour, for 500 miles at Indianapolis, and 100 miles an hour for 800 miles at Chicago—against out-dated principles of motor construction.

It is the battle of the manufacturer against the middleman, the producer against the assembler, of buying for cash, against buying on time, of new efficiency in methods of manufacture and administration against inexperienced methods.

It is the battle of Quality and lower profits against higher profits and lack of quality.

It is the battle of new service ideals and co-operation against old methods of expensive upkeep and neglect of the owner.

Into this contest the Chalmers Motor Company enters the greatest car it has ever built, the "Six-40" with valve-in-head overhead camshaft motor.

It is the lowest price at which Chalmers Quality has ever been sold—\$1350 for a big 7-passenger touring car.

It is a new car at a lower price sent to battle with old cars at cut prices.

With new service to owners, bigger plans, new buildings, increased factory facilities, and greatly increased production, the Chalmers Motor Company moves forward to the great battle with a prime confidence.

New Motor—New Car—New Price—New Service to Owners

Increased Factory Facilities—Greatly Increased Production for 1916

TWO years ago we saw three things. First was that the tendency of the public demand in both Europe and America was to a compact high speed motor that was more efficient, would get away quicker, run more smoothly, have greater flexibility, show greater economy and last longer under hard service.

Second was that a public temporarily diverted to cars that only looked well and rode nicely for a while, would swing back to demand quality manufacture and the ability to "stay put."

Third was that only those manufacturers who built their own cars in large volume and bought their own materials for spot cash at the advantage of the market could survive.

Motor Designed in Europe

So we sent our engineers to Europe to design a new motor and began to lay our plans for a greatly increased production this season.

We are now building two big new factory additions to handle the work. We added machines that cost \$90,000.00 apiece to do work in our factory in order to give this remarkable quality car to you at \$1350. Here is the result.

No one dreamed that such a car could be built for \$1350. It is equal to cars that sold for \$4000 three years ago. It isn't a made-over model, reduced in size, or certain things eliminated to fit the price—it is a brand new car, designed specially as a Quality car at a low price.

The Quality Car at Small Profit

We are marketing this QUALITY car on the lowest profit per car in the motor car business.

The great valve-in-head motor, with overhead camshaft, costs us \$80.00 more to build in our own shops, than the ordinary type of motor can be bought for on the outside, and most of the competitors in our price class are using the ordinary type of motor.

When Chalmers engineers went to Europe to study design two years ago, they found European designers at work on high speed motors of the valve-in-head type with overhead camshaft.

European makers had already tried this type out in their racers. They were perfecting it for a road car.

We hoped to be the first in America to adopt this style of motor. But when the war stopped European makers, fate decreed that we should lead the world in the use of the valve-in-head overhead camshaft motor for a stock car.

We were not surprised at the showing at Indianapolis and Chicago, where this type of motor won all honors. We knew a year ago that these results would be achieved.

Speedway Racers All of This Type

We knew that to attain a speed of 90 to 100 miles an hour that the motor would have to be a valve-in-head, overhead camshaft type.



Quality First

"Let your next car be a Chalmers"

Think of it! 90 miles an hour for 500 miles at Indianapolis and the first four to finish, and eight out of the first ten were valve-in-head motors, with overhead camshafts!

And then the Chicago races at 100 miles an hour for 500 miles—the first three and seven out of the first eleven were of this type!

Some one said a short time ago that people buy motor cars largely on three P's—Paint, Price and Performance. You can measure this wonderful Chalmers car, at \$1350, by any one of these three standards. It is right in Paint, which indicates finish and wearing qualities.

It is right in Performance, because no car at any price, performs better than this car does.

And it is right in Price. No one in the history of the industry ever approached such quality at such a price before.

Take a Ride in this Car

"Take a ride in this car," and see for yourself if you do not get in this Chalmers type of six-cylinder motor all the smoothness, all of the flexibility, all of the pick-up, and all of the "pop" that is claimed for any other motor built, no matter how many cylinders it may have.

Therefore, we say that all of our strength, all of our organization, all of our money, all of our reputation, are back of these six words: "TAKE A RIDE IN THIS CAR."

Demonstrators are now in the hands of our dealers.

Chalmers Motor Company, Detroit, Mich. U. S. A.

Stewart-Toozer Motor Co.

2048-52 Farnam St. Phone Doug. 138

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

New Service to Owners

Buying a motor car without a definite guarantee of service is unwise and costly. Every Chalmers dealer gives in every town of a Chalmers car a definite service free of all charge. This service consists of a Service Coupon Book, each coupon being redeemable for a definite amount of work on any Chalmers dealer's anywhere at any time.

The Chalmers Club

Every Chalmers owner is invited to join the Chalmers Club. Each member receives monthly without charge "The Chalmers Club," a magazine devoted to the interests of Chalmers owners. Also a monthly card commencing the owner to the contents of all Chalmers representative enterprises.