

AUTOMOBILES

AMERICAN CARS IN DEMAND

Foreign Orders Pouring in and London Life Praises Machines Made in This Country.

MACHINES SELL ON MERITS

The great development of American motor car trade abroad is epitomized by the automobile expert of London Life, an English publication. He points out that the wonderful utility of the moderate-priced American cars, combined with the fact that practically no cars are being built abroad for other than military purposes, leaves the entire civilized world an open field for American manufacturers.

"As though we had not already plenty to make our flesh creep, there is another agitation in the technical weeklies," asserts the writer. "A number of otherwise excellent folk assert that for a Briton to buy an American car is for him wrongly to subvert his patriotism to his consideration for his pocket. They argue that Britons' money should be spent on British cars, built by British labor, on British capital, in Britain.

Delivery of Foreign Cars Slow.
"Chasely proverbially begins at home, as it should. On sentimental grounds this is a time when one should buy either a British car or one built by one of Britantia's allies, but there are limits beyond which emotional considerations should not be allowed to rule, and they are very soon reached, to my mind, in this matter of car buying.

"One cannot get very many French or Belgian cars, and there are no Russians. It is very difficult to get delivery within from six to twelve weeks of any but a few makes of British cars, and nobody can for one moment pretend that the average British car offers anything like the value for the money obtainable in any one of a number of Yankess.

"A confere on the staff of the Auto Car, who is soldiering just now, is about the most virile patriot I know, even in peace time. With the present state of things to spur him, he becomes absolutely dangerous company outside his own quarters. Yet this gallant fellow has blandly bought \$1,250 worth of Overland.

Want All the Devices.
"He says he must have a car fitted with an engine starter, with an electrical lighting set, with tires of liberal dimensions and with suspension that will make tolerable his officially-compelled rapid travel over indifferent roads. Wanting all these desiderata at the most moderate price, but yet not wanting a car that will jerk itself to pieces in next to no time, this man with ten years' experience of cars and driving, let me hasten to add, buys an American.

"And in extenuation, in voluntary explanation, of his crime, he says, 'I know what I want at the price I want it, among British cars, and I will begin my charity at home; but I, having done my bit by giving up my normal work (at some monetary sacrifice), to soldier, really cannot afford to add from \$500 to \$600 to the price I want to pay for a car, so that I shall have one built in the United Kingdom.'

FIGHTING KEEPS SPEED KING TOO BUSY TO ENTER RACES
INDIANAPOLIS, April 26.—Albert Croy, twice winning French driver in the last two Indianapolis 500-mile races, writes the Indianapolis Motor Speedway management in a facetious vein, as follows:
"I would like very much indeed to race at your speedway this year. However, I have several engagements at the Argentine track that will keep me busy."

The Argentine is a hilly region on the French Alsatian border which has recently seen much heavy fighting.

Tiger Hunting from a Studebaker



Homer Croy, the humorist, who recently returned from a trip around the world, brought back a wonderful story of a tiger hunt, with the sultan of Jahors, to which he was driven part way in a Studebaker automobile. What is more, he brought back pictures to prove it. Although a humorist, Mr. Croy found tiger hunting no joking matter—but it did afford him a number of surprises.

"Naturally, I expected a royal elephant to come for me just like they do in novels. On the day I was to start the sultan's head hunt was announced. He carried a cotton American umbrella for a sunshade and wore American shoes, the policeman's size. He greeted me with a truly oriental salaam and astonishingly occidental words.

"'Sahib,' he grated, 'the automobile is waiting.'
"Whereupon he conducted me out to the car owned by royalty, a Studebaker. You know how pleased you are to meet anyone from your own country when in a foreign land. Well, that was the way I felt about that Studebaker. I greeted it like a long-lost friend from Detroit. But a Studebaker is never lonesome for its kind in the far east. More Studebakers are sold there than any other car. While I had seen many before and have seen many since, I was surprised to find that a Studebaker was to convey me to the jungle on a tiger hunt."

BALL PLAYERS INVADE PAIGE-DETROIT PLANT

Branch Rickey, who is endeavoring to pilot the St. Louis Browns up the pennant ladder of the American league, took advantage of his team's recent invasion of Detroit to enlighten his boys on the motor car situation. With Mr. Rickey motoring runs a very even race with the national pastime for the capture of his favor and he spends a great deal of time toting in his Paige car.

Mr. Rickey naturally wanted to see the big Paige factory in Detroit, where the new Six models are being made as fast as double shifts of men can turn them out. Accompanied by several of his players Mr. Rickey spent a morning at the Paige factory. With the manager were Jimmy Austin, captain and third baseman; Earl Hamilton, pitcher; Darrell Frazier, second baseman; Sam Agnew, catcher; Johnny Lavan, shortstop.

OVERLAND FACTORY TO DOUBLE ITS OUTPUT

Six hundred cars a day will be the output of the big Toledo factory during its next fiscal year. This statement was made by John E. Willys, president of The Willys-Overland company, while in the west, where he has been spending the winter.

"By June 1 we shall have finished additions to the Overland factory which will make it possible for us to turn out 600 cars a day," says Mr. Willys. "This will be our daily output next year."
"At the present time we are building 300 cars a day. The increase in this year's business is 30 per cent over that of last year, when he built 48,000 Overlands. I fully expect that 1916 will see 100 per cent increase.

"Some may think that this is optimism. It is not. It is simply trying to meet the demand that already has been received for future orders."

Oldfield Enters German Car in Big Indianapolis Race

America's hopes of capturing the next Indianapolis 500-mile race have been materially strengthened as the result of Barney Oldfield's entry in that contest at the wheel of a Bugatti! Barney was the twenty-third to register, his contract being deposited by Charles W. Fuller.

If Oldfield can only keep the pace he has been setting the present season, he looks like a sure enough 500-mile race favorite. His purses to date excel those of any other driver, not even excepting D. Beata, the Vanderbilt and grand prize winner. Two consecutive firsts at Venice and Tucson are among his latest achievements.

Barney's car, though new to this country, has already satisfied the veteran it has the stuff. It is a German car of extremely light weight and piston displacement up to the 300-inch limit prescribed by the speedway management. Empty, it tips the scales at 1,800 pounds. With Barney in the seat, of course, it will weigh a little more; however it is said to have enough reserve strength to carry the entire Oldfield clan.

BUSTED OHIO STATE LOOP ENTERS RACE ONCE MORE

The Ohio State league has reorganized, embracing the territory of Charleston, W. Va., Portsmouth, O., Chillicothe, O., Ironton, O., Frankfort and Lexington, Ky.

NOW IN HIS NINTH YEAR ON AUTOMOBILE ROW.



HENRY NYGAARD, President of the Omaha Tire Repair Co.

AUTOMOBILE TIRES ARE SCIENTIFICALLY BUILT

The rapid strides that have been made in the automobile during the last few years have been apparent and marveled at by the entire world. There never has been an industry that has progressed in magnitude and probable perfection as rapidly as the business of manufacturing motor cars. It is not as generally known, however, that there has been an almost parallel amazing development in many of the parts and accessories of equipment.

The automobile tire is an excellent illustration. To all outward appearances it is exactly the same in every way as it was two years ago, or five years ago, or ten years ago. As a matter of fact, however, many radical changes have been made in their construction.

Some very enlightening information along this line is gathered from the following remarks made by H. A. Gibbons, vice president and sales manager of the Federal Rubber Manufacturing company, Milwaukee:
"When one considers the manner in which automobile tires are constructed today and the way they were when the automobile first came into existence, it is easy to realize why the tire of today is so perfect.

"The first automobile tires were practically nothing more or less than bicycle tires built on a larger scale. Since that time, however, many things have been accomplished that were not then known or understood. Today the tires made by most manufacturers are virtually scientific in the correctness of their design and the quality and proportion of their materials. We have learned that the tread requires a different kind of rubber than is used in the carcass—pliable, but toughened to withstand the greatest possible wear.

"It has been found that the tire giving the greatest wear and longest mileage with the least trouble is not a tire made with a tread so large and heavy that it soon loosens from the fabric. No matter how much rubber is put into the tread, if it separates from the fabric before it is worn out the tire is useless. Nowadays treads are made of the correct body and thickness to wear as long as the fabric underneath and this construction gives the greatest possible mileage. If the tread is made too heavy it will break the fabric. The tread and the fabric must be perfectly balanced so that neither one is too strong nor too light for the other."

WILL OBJECT TO CALLING RACE ROADS SPEEDWAYS

Officials of the Indianapolis Motor Speedway will have something to say if a recent proposal to brand as speedways all road racing courses less than eight miles long ever comes before the American Automobile association for official action. A speedway, say the Hoosiers, can only be a fully enclosed course like their own. A road is a road, no matter what you call it.

DRIVE A NEW SAVE HALF THE COST
of a NEW TOP
AUTO TOP
FROM FACTORY TO USER \$6.00, \$7.70, \$12.75 UP
SAVE HALF ON SEAT COVERS TOO.
WRITE FOR SAMPLES AND PRICES TODAY.
AUTO SECURITY FACTORY, 1606 Spring St. CLEVELAND.

PNEUMATIC TRUCK TIRES SELL UNDER A GUARANTEE

R. S. Wilson, manager service department The Goodyear Tire & Rubber Co., has issued instructions to Goodyear service men all over the country in connection with the giant pneumatic tires being manufactured and sold by the company for use on motor trucks. A large number of these tires have been appearing in service on motor trucks in the various cities of the country, and truck users are deeply interested in them and their possibilities, as Goodyear has pioneered this department from solid truck tires under right conditions.

Says Mr. Wilson: "Pneumatic truck tires are built on exactly the same principles as pneumatic automobile tires. The bead construction is the same, except that there are more wires in the bead, to hold the greater pressures and give the larger tire perfect seating on the rim. The fabric is the same except that there are more piles, and the tread is the same except that it is thicker, so in the giant pneumatics for trucks we have put all the care and material and workmanship that enter our tires for pleasure cars, plus a big allowance for the heavier weights to be carried and the greater strains to be endured.

"Pneumatic truck tires are sold under our regular guarantee. They must have reasonable care, of course, to insure adequate mileage—and proper inflation is as important to their longevity as in any other type of pneumatic."

Would Score Boneheads.
An eastern expert seriously urges tabulating the mental errors of ball players and averaging their "brain play" in championship games.

Wellsel Kills Self.
Jacob L. Wellsel, who has been prominent in Tri-State league affairs for a number of years as a club backer and manager, committed suicide in Reading.

Which of these three Motor Car Dollars is yours?



The too Light car dollar



The too Heavy car dollar



The Chalmers dollar

It used to be 960 miles from Chicago to New York. Now it is 20 hours.

How rapidly we shift—and better—how rapidly we shift our standards of measurement!

Motor cars have been in turn measured by appearance, design, construction, price, power.

Now these things are pretty well standardized in all the different priced motor cars.

The thing by which the motor-wise man now measures is *cost of upkeep*.

You can get upkeep cost down to nearly nothing—but not if you get what you demand from a motor car.

And here comes the discussion about weight.

Someone asked Abraham Lincoln how long a man's legs ought to be.

"About long enough to reach from his body to the ground, I should say," replied Mr. Lincoln.

And a motor car needs enough strength to carry its necessary weight—no more—no less.

Saving on gasoline and oil may be saving at the spigot, to run out at the repair bung hole.

Between any two cars—there are only a few dollars' difference in a seasons oil and gas cost, but parts and repairs cost to beat the band.

Good tires are all adjusted to your car and sold on a guaranteed mileage basis.

So you should demand that your car should be heavy enough to stand up on country roads without danger or big repair bills; light enough to be reasonably economical of gas and oil.

Among this kind of motor cars, the Chalmers car is supreme when you consider the cost of the motor car while you have it, instead of its cost when you get it.

The Chalmers line for 1915 consists of 3 "Economical Sixes," the New Six-40 at \$1400; the Light Six-48 at \$1650 and the Master Six-54 at \$2400.

Come in and look them over.

STEWART-TOOZER MOTOR COMPANY

2048-52 Farnam Street, Omaha



Let your next Car be a Chalmers Light Six-48 \$1650

What Is the Life of a Motor?

This is the question very frequently asked and we intend to give the people of Omaha a definite idea of the wear of a Maxwell Car.

We know approximately the actual life of this sturdy Maxwell Car. We want you to know it for yourself.

Beginning yesterday a 1914 Maxwell motor used in a car owned by the Nebraska Cycle Co., which has been running under all conditions of road and weather for over ten thousand miles will be disassembled in the windows of the Beaton Drug Co., 15th and Farnam Streets, every day for one week.

Come and see for yourself its actual condition.

FRANCIS-CULLIS AUTO CO.
Maxwell Distributors. 2024 Farnam Street.