

# AUTOMOBILES

## Maxwell Reduces Price of Car



PHOTO OF NEW 1915 "E" MODEL OF THE MAXWELL AUTOMOBILE.

### CUT THE PRICE OF NEW AUTOS

Maxwell Motor Company slashes the cost of new model.

### INCLUDES ALL THE FEATURES

Car can easily make fifty miles an hour and is a hill climber of unusual power—Big Demand at the Start.

The most sensational news that the automobile world has heard in a long time is the announcement that the Maxwell Motor Company, incorporated, Detroit, Mich., will sell its new 1915 "E" model at \$665.

This news, coming out of a clear sky, is creating unbounded astonishment. The 1914 Maxwell "E" was a tremendous seller.

But as the trend of the times is unmistakably toward a still lower priced car, the Maxwell Motor Company decided to make a "E" car that possesses the features of a thousand-dollar car and offer it at a price that would positively make it the greatest automobile value in the world.

The 1915 model "E" is a big advance over the previous car. It contains seventeen new and distinct features—improvements that will at once favorably impress automobile judges and automobile dealers.

These features include a pure streamline body, adjustable front seat, Simms' high tension magnet, three-quarter elliptic rear springs, tire brackets on rear, spring tension fan, Kingdon carburetor, clear vision windshield, foot rest for accelerator pedal, tail lights with license brackets attached, gasoline tank under dash cowl, crown fenders with all rivets concealed, headlights braced by rod running between lamps, famous make of anti-skid tires on rear wheels, gracefully rounded double shell radiator equipped with shock absorbing device, instrument board, carrying speedometer, carburetor adjustment and gasoline filler; improved steering gear, spark and throttle control being on quadrant under steering wheel; electric horn button on end of quadrant.

The new 1915 Maxwell "E" is a wonderfully easy car to drive and can quickly attain a speed of fifty miles an hour. As a hill climber of unusual power and celebrity, the new Maxwell "E" has already signally distinguished itself. The Lake observatory victory of the Maxwell, in which it broke the record by five minutes, is still the talk of the automobile industry.

The new 1915 model is being rapidly introduced in Europe and other foreign countries, and is meeting with universal and unusual success.

### AUTOS CARRY PASSENGERS ON COAST FOR FIVE CENTS

Automobiles are competing with street cars in California, according to Frederick W. Thorne of Ocean Grove, Cal., carrying passengers to and from their work at the usual fare of five cents. Mr. Thorne was formerly a member of the firm of Benson & Thorne of this city.

The innovation is said to have started shortly after the new narrow skiffs came into vogue. There were numerous complaints to the trolley managers, because of the high steps on the street cars. The management paid no attention to these complaints, and in open rebellion, a few public spirited citizens at Long Beach placed banners on their motor cars, announcing that they would carry passengers between certain points, for five cents each.

The idea was popular, and soon a number of smaller touring cars, with side doors removed, were in service. During the rush hours, they afforded relief from the crowded street cars, and piled into the machine in any fashion, on the seats, floor, or running board of the machine, the Californians enjoyed a regular joyride to and from work. The blockade of street cars came to be a matter of little concern for the automobile passengers, and the new scheme has become so popular that it now threatens to invade Los Angeles.

### ANDERSON ELECTRIC CAR REPRESENTATIVE IN OMAHA

Mr. Wright of the Anderson Electric Car company, makers of the Detroit Electric, is spending a week in Omaha with the W. L. Huffman Auto company, agents for the Detroit Electric.

Thomas Edison recently bought one of these cars.

Mr. Wright points out that the electric is an all-season car and will go as fast as the traffic laws permit and with a mileage radius covering every requirement. He advises that where the battery equipment several years ago consisted of 24 plates, today the Detroit car has a battery consisting of 60 plates—almost three times as large—and when it is known that the same size battery is used for operating a one-ton truck, delivering heavy loads during the entire day, it can be appreciated what the results would be in a pleasure car.

Stomach Troubles Disappear by using Electric Bitters. Best remedy for liver and kidney, indigestion, dyspepsia and all stomach troubles. 50c and \$1. All druggists.—Advertisement.

be refunded to all purchasers of Ford cars between August 1, 1914, and August 1, 1915.

To share profits with the buyer is novel to say the least. Several persons have inaugurated co-operative businesses which were asserted to give the purchasers a share in the profits, but most of these have fallen far short of the mark and nearly all have failed to make themselves popular. But the Ford proposition is different. It actually gives a profit on each car while the co-operative schemes depend entirely on large amounts of purchase.

### Price Also Reduced.

Aside from the profit sharing the price of the Ford has been reduced. Minimum cost of purchasing and sales departments and maximum efficiency in the factory

have tended to lower, year by year. Ford prices until with the reduction this year it seems as if it would be impossible for the price to be lowered. The new price for touring cars has been declared at \$490. With realization of a share in the profits the actual cost would be cut under \$400, and on the runabout, sale price \$440, under \$400.

To show that Ford will in all likelihood accomplish the construction of 300,000 cars, 221,888 cars were built during the last year from August 1, 1913, to August 1, 1914. Considering the increased facilities and the attending increased efficiency, the Ford hope may easily be realized.

The total sum to be distributed among purchasers on the profit sharing scheme will be between \$12,000,000 and \$18,000,000. This is in addition to the \$10,000,000 to be distributed among employees.

### MOTOR SALES COMPANY HAS BUSY WEEK IN AUTOS

The Motor Car Sales company, 1815 Farnam street, sold Car-Nation cars to F. J. Udlinck, Kingsburg, S. D., two; N. H. Yarger, Massina, Ia.; Frank Kalso, Wisner, Neb.; F. D. Palmer, Ocheydan, Ia.; model 45, six-cylinder Interstate cars to L. N. Cleveland, Clarinda, Ia., and A. A. Berry, Clarinda, Ia.; Frank Eneall, South Omaha.

### After Nap Outfitter.

Manager Chance of the New Yorks is after one of the Cleveland outfitters, and is willing to give either Pitcher Keating or Cole with outfitter Pete Daley for Liebold or Graney. There is little possibility that the deal will go through.

## Under New Management AND NEW NAME Middle State Garage

Formerly Occupied by W. L. Harris Garage.

2026-28 Farnam Street

Prompt Service. Lowest Rates.

Expert Attendants. Satisfaction Guaranteed.

## Special Announcement!

We wish to announce that during the month of August, we will make special prices on all Automobile Trimming Work and Painting, including seat covers, new tops, dust hoods etc. Although our prices will be greatly reduced, the quality of material and workmanship will remain the same and carry our regular guarantee.

We employ only the best mechanics and use the best of materials.

By taking advantage of this Special Mid-summer Sale you will save money.

## DRUMMOND MOTOR CO.

2568 Farnam St.

# PAIGE

## A Greater Paige for 1915 at the Record Price of \$1195

You cannot possibly appreciate the full significance of this announcement until you have actually seen the new Paige "36".

Then—like everyone else—you will agree that an absolutely new standard of value in the moderate price field has been established.

Paige cars have always been regarded as the pacemakers in automobile value, but now, all Paige records have been surpassed. For "this is the greatest Paige of them all"—and the price is only \$1195.

If you seek an explanation of the extraordinary value which you will find in the new "36", consider, for a moment, the following facts:

In the first place this is a business organization. The destinies of the Paige Company are guided by ten men who have won national reputation as Manufacturers, Bankers, Lawyers and Directors of Giant Industries.

These men—known as "The Ten Associates"—were the organizers of the Paige Company and they have directed every phase of Paige activity from the very beginning.

Their combined experience and judgment have been exercised to correct the thousand and one leaks, weaknesses, and general "mistakes" which characterize a youthful industry.

As a consequence the Paige Company has suffered from no serious blunders or costly errors in Administration, Manufacturing, or Merchandising.

These men have insisted upon economical, efficient management.

They have kept the company clear of all bonded indebtedness—they have authorized only conservative capitalization—and they have guarded the

quality of every cotter pin which goes into the construction of the Paige car.

With practically unlimited resources behind them, the "Ten Associates" have built well and strong.

They have made no compromises with their own convictions—they have deliberately started out to build the best car for the money in the world—and they have unflinchingly held to this ideal.

In the light of these facts it is strange that the Paige should have won such a signal success?

Is it strange that this company can achieve each year new standards of excellence which are impossible for the less experienced—less perfectly equipped—manufacturing organization?

Think it over carefully and let the local Paige dealer show you the new "36".

You will be surprised—just as others have been surprised—to see how much automobile value can be purchased for \$1195.

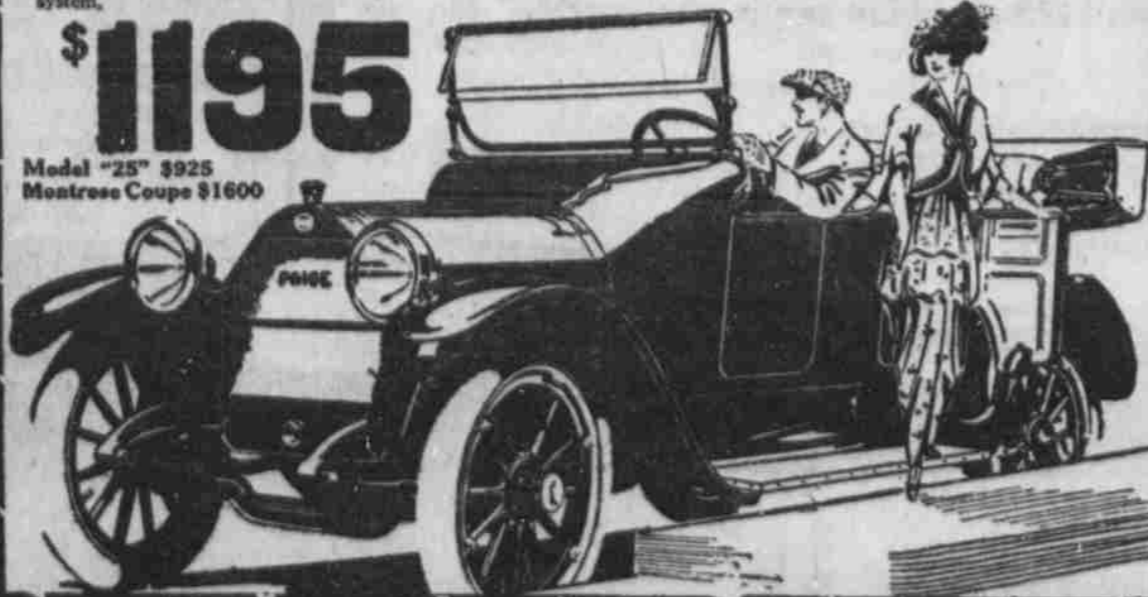
The Paige-Detroit Motor Car Company, Detroit, Michigan  
**PAIGE COMPANY OF NEBRASKA**  
 2417 Farnam St. Douglas 3058.  
 B. M. Burbank, Mgr.

Glenwood Model "36"

Complete equipment with Gray & Davis Large Unit electric lighting and starting system.

**\$1195**

Model "25" \$925  
 Montross Coupe \$1600



## Buyers to Share in Profits Lower Prices on Ford Cars

Effective from August 1, 1914 to August 1, 1915 and guaranteed against any reduction during that time:

Touring Car	-	-	\$490
Runabout	-	-	440
Town Car	-	-	690

F. O. B. Detroit, all cars fully equipped. (In the United States of America only)

Further, we will be able to obtain the maximum efficiency in our factory production, and the minimum cost in our purchasing and sales departments if we can reach an output of 300,000 cars between the above dates.

And should we reach this production, we agree to pay as the buyer's share from \$40 to \$60 per car (on or about August 1, 1915) to every retail buyer who purchases a new Ford car between August 1, 1914 and August 1, 1915.

For further particulars regarding these low prices and profit-sharing plan, see the nearest Ford Branch or Dealer.

*Ford Motor Company*

## Quality Tires at Quantity Prices

Whenever you can have the best of anything for the price of the average—which do you get?

Answer—and you have the reason why experienced car owners everywhere are demanding

# Firestone

Non-Skid or Smooth Tread **TIRES**

Nowhere else in the world are there such expert tire makers as in the Firestone Organization—and they concentrate on tires.

This army of trained Firestone specialists, making thousands of tires a day, has reduced production cost while it increases tire efficiency.

It also brings the price to you as low as the average

There are "cheap" tires at "cheap" prices to catch inexperienced buyers.

There are ordinary tires priced high to give the impression of quality.

Then there are Firestone Tires—leaders of the world in service by actual tests. Yet they are produced at a reasonable cost and sold at a reasonable price. Tremendous output and scientific management are the reasons.

All Good Dealers Sell Firestones to Their Most Experienced Trade

Firestone Tire and Rubber Company  
 "America's Largest Exclusive Tire and Rim Makers"  
 2320 Farnam St., Omaha, Neb.  
 Home Office and Factory: Akron, Ohio.  
 Branches and Dealers Everywhere

