

PIONEERS PROMISE TO COME

Many Accepting Invitations of Publicity Bureau to Be at Reunion.

ARRANGE A SPECIAL PROGRAM

First Inaugural Ball of the State to Be Reproduced, Along with Other Early Day Features and Reminders.

Acceptances of the Pioneer Reunion invitation sent out by the publicity bureau are coming in rapidly. This annual reunion of the Nebraska Pioneers' association is to take place in Omaha September 20 to October 2. All meetings are to be held in the Douglas county court house.

Besides a number of speeches, and a relation of a lot of pioneer experiences by old members, there are to be some social events, including a dance, a dinner Friday noon, and a pioneer fiddlers' contest. The delegates will also take a trip through Omaha in automobiles one of the afternoons.

The ball is to be a reproduction of the first inaugural ball held in Nebraska, when the first governor was inaugurated. This is to be reproduced in costume just as the costumes were worn in those days of over a half century ago.

All the registered pioneers will be the guests of Ak-Sar-Ben at the carnival grounds at Sixteenth and Howard streets. They will be furnished with passage to the grounds, so that they may contrast the life of a half century ago on the plains of Nebraska with a twentieth century pageant of such magnitude as that of the King's Highway.

Museum for Pioneers.

A pioneer museum is to be temporarily established at the court house. Pioneers are planning to bring some of the old relics of pioneer days with them to be placed on exhibit for a few days. There are thousands of interesting relics in the pioneer homes of the state, broken relics of guns that slew Indians before the commonwealth had even a territorial governor, arrow heads pulled from the wounded flesh of pioneers after skirmishes with the Indians, crude implements of agriculture used when the state had no railroads to bring in implements, and, cruder still, some of the household utensils. The State Historical society will bring up most of its collection of territorial relics to form the nucleus for this museum.

Motorman Swanson Saves Woman from Death Under Car

Only because of the presence of mind of Motorman F. A. Swanson of the Dodge street line is Mrs. Amanda Borg, a widow aged 53 years, alive today. Mrs. Borg, who lives with a grown son and daughter at 2313 North Twenty-seventh avenue, has been ill for some time, and yesterday after escaping from the attention of her daughter, Ellen, ran to Lake street and laid down on the street car rail in front of an east-bound street car driven by Swanson at Twenty-seventh avenue and Lake street.

The motorman did not see her until he was only a short distance away, but he threw on all his brakes and was able to stop the car just as the woman was rolled under the fender. So sudden was the stop that he was thrown back in his car, suffering a shake up that rendered him unfit for duty the remainder of the day.

Mrs. Borg was taken to her home and today is greatly improved.

Miss Ellen Borg says she had been caring for her mother continuously for the last few days, and being worn out, went to sleep when she thought her mother was asleep. The latter was only pretending and escaping from the house ran to the car tracks.

Wm. Parker Reports the Gary Vocational School is Successful

Word has been received from William Parker, formerly of the local Young Men's Christian association and at present coach at the Froebel Vocational school at Gary, Ind., of the work that is being accomplished through the medium of athletics and swimming pools in the public schools of that city. The plan of providing the schools with swimming pools has but recently been adopted, he asserts, and has accomplished wonders towards promoting interest among the young folks in the educational centers and in very materially reducing the yearly records of truancy.

Mr. Parker, during the summer, took a 300-mile hike through Glacier National park in Montana, accomplishing the trip in eleven days. A silver tip grizzly bear followed him for forty-nine miles, but Parker was always three miles ahead of him, thus preserving the bear's safety at all times.

Dates for Special Events of Samson Have All Been Set

Dates of the Ak-Sar-Ben festival will be from September 20 to October 10. The evening of October 7 has been selected for the big electrical parade, with the subjects to be derived from Biblical scenes and instances. The fraternity procession will take place the afternoon of October 8, while on October 9 the coronation ball will be given.

Homecoming week will comprise the five days from October 5 to 10. For three days starting September 20 the Territorial Pioneers' reunion will be celebrated with the Douglas county Pioneers as hosts.

CREIGHTON ARTS COLLEGE SHOWS LARGER ATTENDANCE

The registration of the Arts college has now reached 45 students, an increase of over 100 within shortly more than a week since the opening day of registration. The class in biology, which is enjoying its first year on the curriculum, numbers forty-eight students, most of them preparing for entrance to the medical department next year. On the faculty there are seven young men who have recently graduated from the arts college with the degree of A.B.

The Creighton Medical Seminar will hold its first active meeting of the year at the law department next Friday evening. William Henry will read a paper on "Physiology of the Liver," and C. R. Atten will give an article on "Sugar as a Food."

Of Interest to all Who Plan to Spend \$1000 to \$2000 for an Automobile

We know that you want to get the best possible car for your money. No man consciously buys a cheap car.

So this advertisement is written to give you a few facts to keep in mind when investigating the merits of different cars.

For seven years Chalmers cars have ranked first among the medium priced cars in America. For two years Chalmers "Sixes" have led all medium priced Sixes in volume of sales. Over 40,000 Chalmers cars are now in service.

The Chalmers Company is recognized as one of the strongest companies financially in the industry. Chalmers cars have probably to a greater degree than any other make always influenced the trend of automobile building in the medium priced class.

Certainly these facts entitle this advertisement to a careful reading.

We expect you to investigate carefully every statement we make here and we urge you also to study all cars which sell between \$1,000 and \$2,000, confident that if you do we will get our share of the business.

In the first place, we ask you to see the Chalmers "Light Six." Don't simply look at it and listen to the story of an enthusiastic Chalmers salesman, and then go look at another car and listen to the story of another equally enthusiastic salesman. You are not buying conversation.

But ask any Chalmers dealer to stand the Chalmers "Light Six" alongside any Light Six selling at anywhere near its price—\$1,650. Study the cars yourself.

First—Looks. How do other cars compare with the Chalmers "Light Six" in style? The Chalmers has a real streamline body. The flat or merely crown fenders of the other cars have not the grace of the Chalmers molded oval fenders. Chalmers doors are wide and flush fitting. Chalmers running boards are clear.

And don't underestimate this matter of looks. Half the pleasure of motoring is being proud of your car, and good looks really mean high quality.

Second—See which car is most substantially built. Thump on the body with your knuckles. The metal in the Chalmers body is heavy. It will never sound tin-panny. It is rigid. And because of these qualities its finish wears better.

Test the weight and solidity of the fenders. You can sit on the Chalmers fender and not injure it. It does not vibrate, and after months of strenuous use it does not rattle.

Looks and stability are two of the big reasons why we have been behind on orders for the 1915 "Light Six" ever since it was announced.

Sit in the front seat. Take hold of the gear shift lever and the emergency brake lever. They feel strong and dependable.

And while you are in the front seat test the comfort of the driver. You sit in a natural, easy position. The clutch and brake pedals are easy to reach. Your hands rest comfortably on the steering wheel. Put your foot on the accelerator. You do not have to assume a cramped position, but can operate it easily. The Chalmers accelerator is provided with a foot rest. Hundreds of owners of other cars have told us that this detail alone is worth \$100 extra cost in a season's driving. Now sit in the back seat. Test its roominess and comfort.

In comfort, the Chalmers "Light Six" is the equal of any car of its size at any price. Many former owners of higher priced cars now drive Chalmers "Light Sixes"—and they all say comfort was a big factor in their selection of the Chalmers.

Remember you are buying a car to ride in. You are not always going to drive on asphalt pavement. You are not going to use your car simply for thirty minutes or for five miles. But you are going to ride practically every day for two or three, or possibly five, years in the car you buy. You are going to travel thousands of miles and over all kinds of roads.

So don't take a mere "demonstration" in any car. Demand a test. Any Chalmers dealer will be glad to take you for a twenty-five or thirty-mile trip in the country. He will give you a real test lasting two or three hours—or a day if you choose. Demand this same test of any other car.

And compare what the salesman tells you while you are riding with your own experience. Think about the comfort of the car. Ask yourself if you would be willing to ride twenty thousand miles in that car.

Note how the Chalmers "Light Six" clings to the road. Preferably drive it yourself.

The Chalmers "Light Six" has a big substantial steering wheel. The steering connections are heavy, free moving forgings. The front steering spindles are equipped with Timken bearings. It is free from side sway and easy to steer.

Many "Light Six" owners tell us this 1915 Chalmers "handles" easier than any car on the market. That feature alone has sold hundreds.

And notice too the sound of the motor as you ride along. Notice when you start that the first speed gears don't shriek out the fact that you are in motion.

Ask the demonstrator to drive twenty miles an hour on second speed. Note that both motor and gears are quiet. Pick out some hill and ask the Chalmers "Light Six" and any other car in its price class to go up that hill at fifteen miles an hour.

That long, strong pull of the Chalmers motor has proved one of its most popular features with the motor-wise.

On a rough stretch of road notice that the Chalmers feels firm and dependable beneath you and is free of rattles.

The Chalmers medium weight makes it ride like a Pullman car on all ordinary roads. When you drive a Chalmers "Light Six" you feel that your car has the strength to be safe in any emergency. Your own ease of body and mind tells you that its medium weight gives it a comfort that cannot be found in a lighter or flimsy car.

We could build the Chalmers "Light Six" lighter in weight. And if our service to you ended with delivering a car and taking your money, we could make a greater profit by building our cars lighter. For every additional pound of fine steel we put into the Chalmers "Light Six" increases its manufacturing cost.

You hear a lot of talk about flexibility but very few cars really have it. The real test of flexibility is to start from a standstill in high speed without jerking or jolting; to crawl along at two miles an hour on high; to travel through congested traffic without gear shifting.

All these things you can do in a Chalmers "Light Six."

And when you get back from your test ride take a look at some of the vital parts of the Chalmers chassis.

Look at the rear axle. The Chalmers has a full floating rear axle with heavy pressed steel housing. It is big and strong. Look at the Chalmers torque tube. It is securely bolted to the big heavy frame on one end and the rear axle on the other end. It takes up all the strains of driving. When you were out on the country road you probably noticed that the Chalmers "Light Six" did not sway from side to side. That is because the torque tube held it rigidly in place.

Look at the wheels. The wheels of the Chalmers "Light Six" have spokes 1 3/4 inches in diameter. They are built of the best hickory. The spokes are securely bolted. They look strong and they are strong.

Notice the length and width of the Chalmers springs. The main leaf is of Vanadium steel. Note their flexibility—remember how they cradled the car over the bumps when you were riding on the heavy country roads.

Look at the front axle. You will see that the Chalmers "Light Six" has a heavy drop forged front axle that shows its strength at a glance.

Lift the bonnet and look at the motor. It is ship-shape, finely finished, compact and business-like in appearance. Raise the floor boards and examine the inside works that you don't usually see in a motor car. You will find the Chalmers "Light Six" simple in every detail but big and strong to stand the hard knocks of constant service.

Now for the details—the refinements which make motoring a real pleasure or a constant irritation.

To start the Chalmers "Light Six" you throw a single switch. There is no grinding of gears, no noise. You throw the switch and the next thing you hear is the motor purring along under its own power.

Note too that the Chalmers starter is always connected with the motor when the car is running. Suppose you accidentally shut off the gas; your Chalmers motor doesn't stall. The starter is always "on the job." There is no interruption of motor service. No levers, buttons or adjustments to fuss with.

You sit behind the wheel of the Chalmers "Light Six" and everything necessary for the control of the car is right in front of you. There is a dash adjustment for the carburetor. There is a simple electric light switch, not a row of buttons to be remembered and to be operated separately; simply a single switch that controls all of your lights. There is the battery index to keep you always informed on the condition of your storage battery. There is the oil pressure gauge that tells if your motor needs oil. There is the primer for starting in cold weather. There is the gasoline gauge always informing you without fuss of the amount of fuel in the tank.

And speaking of gasoline tanks—notice that the tank in the Chalmers "Light Six" is of very heavy gauge steel. And that it holds 18 gallons where most cars carry 10 or 12.

The perfect convenience of the "Light Six" is one big reason this is the fastest selling Chalmers model—with women as well as with men.

Notice the adjustment of the windshield. The one-man top, the quick acting storm curtains, the fine and inconspicuous door handles.

And now you are ready to hear a talk on "economy." Some salesman will probably tell you that his car is lighter than the Chalmers "Light Six"—that it doesn't burn as much gasoline; that it is easier on tires.

A part of what he says is true. But only a part; for a lot of this talk on gasoline consumption is just "conversation." Don't test your gasoline consumption for 1 mile or 10 miles—don't test it on the boulevard or with special gasoline. Try it out for 50 or 60 miles and over all kinds of roads.

The Chalmers "Light Six" may cost you \$10 or \$15 more for gasoline in 10,000 miles of driving than a too light, flimsy car, but it will cost you a lot less in repairs, in personal discomfort, in nerve irritation. You will find that the extra weight of the Chalmers "Light Six" will save you in comfort and repair bills many times the slight additional cost of the gasoline you burn.

What the other salesman tells you about tire mileage is probably greatly exaggerated because of his own ignorance. You will notice that the Chalmers "Light Six" has 4 1/2 inch tires with "Nobby" treads on the rear wheels, where most other Light Sixes in its price class have 4 inch tires.

We have never had a complaint on tire service from a Chalmers "Light Six" owner.

You'll also hear something about prices. You'll be told that you don't need to pay \$1650 to get a "Light Six."

Well, you don't. But if you pay less than the Chalmers price, you must expect to get less quality.

And speaking of price, here's the only sane way to look at it.

Divide the first cost of your car by five.

Automobiles that are properly built should last at least five years. That is, they should "stay put"—run well and give good service for that time. So when you examine a car in the future and are told how much less it costs than a Chalmers "Light Six," ask yourself, "Will it last me five years?"

Figuring any car you are considering on a five year basis—see if the facts above don't prove the Chalmers "Light Six" the lowest priced car, quality considered, on the market.

Yes, you are right—we want to sell you a Chalmers. But we don't ask you to buy until you have proved all the claims we make in this advertisement. The only way for you to get such proofs is to see the car itself. You will be under no obligation if you go to see the 1915 "Light Six" and try it out, and you owe it to yourself to know all about this car before you buy any. All we ask is that you give your local Chalmers dealer the opportunity to demonstrate in detail the points of superiority of the Chalmers "Light Six" that we have told you about here.

Chalmers Motor Co., Detroit

"Light Six" \$1650 Fully Equipped

6-Passenger Touring Car, \$1725. Coupelet, \$1900
7-Passenger Limousine, \$3200. Sedan, \$2750
Prices Quoted f. o. b. Detroit.



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