

MAXWELL FIRST IN LUNG RUN

Durability Race in California Won by Little Car.

OTHER ENTRIES LARGER CARS

Thirty-Five Machines, All of More Powerful Make, Fail to Stand Up to the Test of Smaller Maxwell Model.

It was a surprised and envious crowd that surrounded a Maxwell touring car at the end of the endurance run from San Francisco to Lake Tahoe a few days ago. Surprised that such a small car should be first to finish in a run which had all the difficulties and engine tests of a mountain-climb contest and envious because they had not had the honor to drive such a car.

The Maxwell was an ordinary stock car. It was the smallest car in the race of thirty-five entries, its competitors being the best known and largest cars on the American market. In the car were newspaper men and an official photographer and in addition to showing the way to others, the Maxwell had to stop frequently that the photographers might get pictures for the automobile magazines and newspapers of the country.

Extracts from the San Francisco Bulletin show how the Maxwell "turned the trick."

"Over the range of hills by Altamont, Greenville, to Tracy and thence to Stockton, the procession took its way, the little Maxwell unobtrusively maintaining its position behind some of the presumably more powerful and speedy creations which were out for glory and the establishment of new records to begin the season of 1915.

It was not until the foothill country was reached and some of the cars began to get wrenched that the Maxwell began to demonstrate its fitness to be among the elect. Then it began to pass first one car then another, which, try as the drivers would, could not keep pace with Flanders' creation.

Every photograph took time and upon completion the party was generally some distance ahead.

Then came the making of a pace that failed for all the reserve power, the quick turning and flexibility of control for which this little car is already famous and the constantly recurring result of overtaking and passing car after car, until once more the lead was reached and maintained."

Henderson Notes Business Recovery

"While it is true that there was a lull in business immediately following the declaration of war, which continued for a period of two or three weeks and affected practically all lines of industry over the entire country, it is just as true that throughout the central states the recovery has been as pronounced and effective during the last ten days."

So reports C. P. Henderson, vice president of the Regal Motor Car company, Detroit, Mich., who during the last week visited Omaha.

"The situation two weeks ago was considered critical by the large automobile manufacturers of Detroit and it is, indeed, gratifying at such a time as this to note the rapid change that is now so clearly apparent throughout the territory named."

OUTLOOK IS PROMISING. SAYS DODGE BROS. OFFICER

With the exception of a tendency toward conservative buying on the part of automobile purchasers the European war has affected the automobile trade to a very small extent in the east, according to A. J. Philip, general sales manager for Dodge Bros. Mr. Philip has just returned from a two weeks' trip to New York, Philadelphia, Boston and other eastern points and is enthusiastic over prospects for the coming year.

"One thing that served as a source of considerable surprise and gratification to me was the great interest shown by prospective buyers in the new car which

"Nobby Tread" Equipped Car—in the Danger Zone—Near Californian Volcano, Mount Lassen



Burleigh Davidson, of the United States Rubber Company of California, C. H. Gascoin, of the Maxwell Motor Company, Inc., C. Spaulding Nordell, and Harry Collier, recently completed a trip to Mount Lassen, California's active volcano. They traveled in a car equipped with the famous "Nobby Tread" Tires.

The party drove the car, shown in the picture, to within fifteen miles of the crater. The last part of their journey was only made possible by the use of axes, shovels, crow bars, rope and tackle. The fact that the fires withstood such a journey without punctures or blow-outs is worthy of note.

MOTORCYCLE NOTES

Probably the oldest motorcyclist in Canada is W. M. Greenwood, who has been an enthusiastic rider for the last ten years. So valuable has been the motorcycle re-

cently added to the police department of Lansing, Mich., that it has been decided to purchase another machine.

Jack Leonard of Caledonia, Can., has enlisted in the Canadian motorcycle corps which is planning to go to the aid of England.

A romance which started on a motorcycle, has culminated in the marriage at

Brookton, Mass., of Miss Alice Forest and Frank White.

Two Nashville, Tenn., youths, William Lewis and Wiley Carthagen, are making a motorcycle tour to Denver and return.

A motorcycle pleasure trip to Chicago and Milwaukee is being made by three President Hill boys, Royal Wheel, Abe Cole and Roy Hansen.

The JEFFERY Chesterfield Six

Worm Drive and Ten Other Exclusive Features

Now at Our Salesroom

JEFFERY OMAHA CO.

2052 Farnam St., Omaha, Neb.

Dodge Bros. will bring out for 1915. While I was prepared to find the trade interested, the fact that we have done little or no advertising in that section has led me to believe that few purchasers were acquainted with Dodge Bros.' plans. Many prospects in the east have informed our dealers that they intend postponing their purchase of an automobile until they have seen Dodge Bros.' new car."

Shears with one blade saw-edged and the other knife-edged have been invented to enable even an inexperienced person to carve poultry neatly.

The results of three years of explorations on the Indo-Tibetan frontier has yielded very extensive geographical and ethnological results. A total area of 30,000 square miles of previously practically unknown country has been surveyed extending along the entire frontier, from Bhutan to Burma.

Prove Value of Car by Demonstration Over Some Bad Roads

If a man won't believe, "prove it to him," has come to be a canon of modern business. It is true of merchandising, of agriculture, of manufacturing and of selling automobiles. People no longer buy motor cars upon what the salesman says; they want to know what they can do. By way of illustration:

"H. O. Albert of Kallspeil came into our office here in Billings," writes R. A. Dewitt, manager of the Cartercar Montana company of Billings, Mont. "And after looking the Cartercar over and taking a demonstration told us that if we could get the car overland to Kallspeil, a 45-mile trip, he would buy it. We took him on at once and we started."

"At the time the roads were very muddy and lay all over the western part of the state and we had three divides to go over including the continental divide, 6,700 feet above sea level. We plowed through mud in the foothills and snow and mud in the mountains, yet the Cartercar never faltered. We also had to cross the Flathead Indian reservation and through a greater part of this there was simply a trail,

From Missouli to Kallspeil, 150 miles, it rained the entire distance, but we arrived in Kallspeil on schedule time with an absolutely perfect score."

"Needless to say Mr. Albert took the car and gave me an order for a carload of four more gearless transmission machines for immediate delivery and I have just returned from Missouli, where we unloaded the cars. I was accompanied on this trip by Mrs. Dewitt and Mr. Albert. We also carried four large suit cases."

"We took a photograph of the car in the snow and mud 6,700 feet above sea level. In it patches of snow may be seen plainly upon the mountain side in the background."

War Lords Draft Motor Vehicles Into the Service

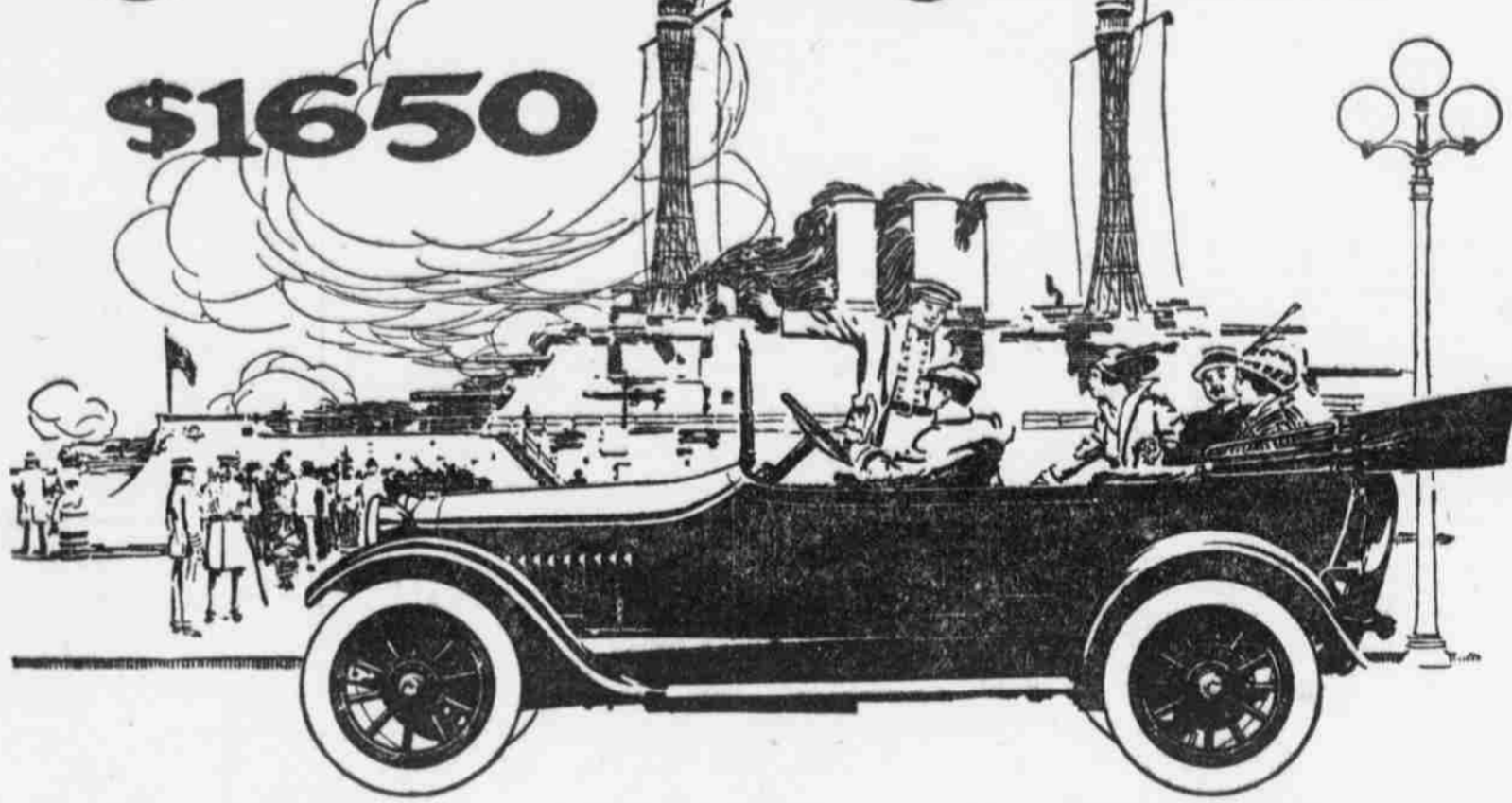
Interesting light is thrown on the methods adopted by the French and German governments to subsidize motor trucks for military uses by John N. Willys, president of the Willys-Overland company and builder of the Garford and Willys Utility trucks. Mr. Willy has just returned from London, England, where he remained several weeks after leaving the continent shortly before the actual opening of hostilities.

"The war lords of Europe early foresaw the superiority of the motor truck over horse-drawn vehicles as a means of transportation," says Mr. Willys. "This statement is verified by the precautions they took to reserve the right to use large batteries of heavy duty vehicles purchased for commercial use by private individuals or corporations. They realized that in case of war the manufacture of automobiles on their side of the Atlantic would be at a standstill. Consequently they adopted measures to assure themselves of the proper motor equipment even under such straits."

John Studebaker Army. Gabe E. Parker, Register of the United States, and Secretary Morais of the Brazilian embassy are recent purchasers of Studebaker cars in Washington.

Chalmers "Light Six"

\$1650



Apply the Emergency Test in Buying Your Car

To be fair to yourself you must make the car you buy prove its mettle under extraordinary conditions. Don't be satisfied with a 10-mile trip over the boulevards. Go for a 50-mile road test over every sort of a road, up hills and through sand and mud. Then and then only will you have a real line on the kind of a car you are putting your money into.

Our Fastest Selling Car

Tests of this sort have made the Chalmers "Light Six" the fastest selling car we ever built.

That is why we urge you to apply emergency tests—because we are confident if you make this car show you its quality under unusual conditions of service—it will be your choice.

And because we build the Chalmers "Light Six" to cope with any and every emergency of the road, because we insist that every part in this 1915 Chalmers "Light Six" be of the highest quality, we can truthfully say that at \$1650 this car is a far greater value than any other car in its price class.

Has a Costly Car Look

Examine the refinements of cars selling around \$2000 and then examine this 1915 Chalmers "Light Six." You'll find it fully comparable point for point.

If you could put all the cars in the same price class with the Chalmers 1915 "Light Six" in a group your eye would instantly seek out the Chalmers "Light

Six" for the superior grace, the more distinctive beauty of its clear sweeping, true streamline body. And this is one reason why this car is selling so fast all over the country to men who formerly have driven only the highest priced cars. It satisfies men who really know car value.

No effort has been spared to make the 1915 Chalmers "Light Six" more convenient, more comfortable than any other "light six" on the market. And the only basis upon which we ask your consideration of the Chalmers "Light Six" is that it offers you more motor car value for the money than any other.

When you choose this Chalmers 1915 "Light Six" you establish your reputation as a shrewd judge of automobile values.

We are absolutely sincere when we say that we do not want to sell you a 1915 Chalmers "Light Six" until you have

examined other "light sixes" and compared them, and until you have put the Chalmers "Light Six" up against the harshest road tests you can devise. For we know that no other "light six" can show the same real motor car value.

We know that once a man has examined the Chalmers "Light Six" minutely—has seen what it will actually do in service—he will be a Chalmers owner forever.

A few big features of the 1915 "Light Six": a different kind of automobile beauty; unusually handsome finish; Pullman-like comfort; a 48 H. P. long stroke non-stallable motor which "stays put"; graceful molded oval fenders of both strength and beauty; 4-1-2 inch tires—"Nobby" tread on rear wheels; unusually complete equipment including Chalmers-made one-man top of silk mohair, quick-acting storm curtains; five demountable rims, one-motion Chalmers-Ents electric starter, which makes the motor non-stallable, Klaxon horn, electric lights, etc. And perhaps the greatest feature of all, the unusually high quality in a car at such a price.

You Can't Tell Through a Window

So we ask you to come in and see this car at close range and let us take you for a long drive. We want you to sit at the wheel and get the feel of this great, powerful, smooth running car. A real automobile ride is awaiting your convenience. Arrange for it today.



Quality First

Stewart-Toozer Motor Co.

2044-6-8 Farnam St., OMAHA

Oldsmobile
Every Line Proclaims Quality

NEW LIGHT FOUR \$1285

Here is a new light five-passenger Oldsmobile for the man who does not wish to sacrifice the highest known quality of refinements, simply because his needs do not call for a car of great size.

All the inherent goodness of the "greatest six cylinder car of America" has been retained in this smaller model. Nowhere else in a light car can you look for such features as Delco starting and lighting system; overhead valve motor, with aluminum silencer and automatic lubrication on rocker-arm bearings; Circassian walnut woodwork; instruments set flush on the dash; cast aluminum foot and running boards; artillery type wheels with hickory spokes; and, greater than all these the name Oldsmobile, which, since the beginning of the industry, has stood for everlasting satisfaction.

Come in today or tomorrow and examine this new car.

DRUMMOND MOTOR CO.
2568-72 Farnam St., Omaha, Neb.

