

Omaha Cadillac Company Entertains Its Agents at Banquet



CHALMERS CAR IN MEXICO

Brazilian Minister Borrows Car for Use by United States.

PERFORMS ALL OF HIS WORK

Acts as United States Embassy and Uses Car for Four Months, Never Suffering Slightest Mishap.

When Nelson O'Shaughnessy was handed his passports by the late administration in Mexico, the American embassy was turned over to the Brazilian minister, who protected the interests of American citizens in every way possible.

Playing an important part in these services was a Chalmers "Six" loaned to the Brazilian minister, for four months by Mohler & DeGress, the Chalmers dealers in the city of Mexico. Senior Cardoso states that the car was in actual service during that time and that it never failed once, a consideration of particular importance owing to the fact that the Chalmers garage was closed during that time and repairs and replacements were an impossibility had any trouble been experienced.

In appreciation of the loan of the car, Mohler & DeGress received the following letter from Senior J. M. Cardoso de Oliveira, Brazilian minister in charge of American interests in Mexico:

"On account of the excessive work I have been unable to thank you in behalf of the United States government for your kindness in loaning to this legation one Chalmers car.

Chalmers Does Work. "This car has been very successful, indeed, to the legation, and has done great work in innumerable ways, therefore it gives me great pleasure to sincerely thank you for the kind courtesy extended to the legation, and to say that the Chalmers car has been of great assistance to the Americans during the disturbed times we are going through in Mexico."

The following is extracted from secretary of state in Washington, which is self-explanatory:

"In reply I beg to say that the department approves and commends the excellent manner in which you have handled the affairs of the embassy, and requests that you will be so good as to convey the thanks of the department to your faithful assistants for their effective cooperation, and also to Messrs. Mohler & DeGress, for the assistance rendered in the use of their automobile. Accept, Sir,

Have Nerves Like a Soldier

Kellogg's Sanitone Wafers, for Both Men and Women, Makes Weak Nerves Fairly Tingle With Energy and Life.

50c BOX FREE.

Be strong and full of spirit at middle age, or past. Be ambitious to meet the joys or demands of life with steady, steel-like nerves. Don't wither away like a shriveled up old rabbit. Get fresh on your bones—vitality in your body, and cheerful



I Feel Like a Prince—Thanks to Kellogg's Sanitone Wafers.

winning thoughts in your brain. Kellogg's Sanitone Wafers put men and women at their best—dispel gloom, brain-fog and nervousness and revitalize weak, overwrought nerves. With your old nerve-vigor revived, you get a new lease on life. You feel so much better that you join in the social "high-links" and nobody realizes you're growing old. Kellogg's Sanitone Wafers have direct and specific action. They act right at weak nerves and get at them quickly. You feel their good work right off. \$1.50 a box at druggists. Send your name and address today with six cents in stamps to help pay postage and packing for a free 50c trial box of Kellogg's Sanitone Wafers, to F. J. Kellogg Co., 2731 Hoffmaster Block, Battle Creek, Michigan. The regular \$1.00 size of Kellogg's Sanitone Wafers are for sale in Omaha at Sherman & McConnell Drug Co., 302 S. 16th St.; Owl Drug Co., 324 S. 16th St.; Beaton Drug Co., 1501 Farnam; Loyal Pharmacy, 27-29 No. 16th St.; Best Drug Co., 134 Farnam St.; Harvard Pharmacy, 24th and Farnam Sts. No free boxes from druggists.

Auto Lights Dimmed

Special scientific process. No paint. Quick, durable, permanent. Lights left in a.m. ready same day. Price, 2 headlights, \$1.50.

American Sign Co.
1318 Farnam Street, Up Stairs, Douglas 3198.

the renewed assurance of my highest consideration. (Signed) W. J. BRYAN.

"Kindly accept my personal thanks, and also that of the staff of the legation for your courtesies."

The story of this car during a time when the bandits and marauders were particularly active and the city of Mexico was almost wholly without police protection, would make a thrilling chapter of adventure.

The car loaned Senior Cardoso was one of several Chalmers "Sixes," employed during the hostilities as dispatch carriers in Red Cross service and military actions.

Neb. Buick Co. Has Made a Record of Sales of New Cars

H. E. Sidles of the Nebraska-Buick Auto company of Lincoln spent the last week with Manager Huff, helping take care of the Ak-Sar-Ben rush. Mr. Huff reports the delivery of 1,250 of the new 1915 Buick cars into their territory to date, which is a record breaker in the automobile business for the short time the 1915 line has been ready for delivery. Leo Huff of the Nebraska-Buick Auto company, Omaha, reports the following sales of the new 1915 Buick car in Omaha: M. C. 36 roadsters to Dr. A. Sachs, F. W. Zeah and W. C. Hopper, M. C. 24 roadster to Dr. G. G. Miller, Council Bluffs, M. C. 25 touring cars to Gulou & Ledwith, C. B. Slater, A. R. Holcroft, W. B. Cheek, William Hinz, Benson; Dr. John Koutsky, J. M. Jensen and Holmes & Adkins, South Omaha, and M. C. 37 touring cars to R. W. Griffith, Byron A. Smith, Dr. L. W. Morseman, W. L. Doty, W. A. Piel and L. D. Upham, Dundee; Joseph McGuire, Benson; F. A. Cressy and M. R. Bryson, South Omaha; W. T. Cox, Omaha, and a six-cylinder M. C. 35 to A. Diercks, South Omaha; M. C. 36 to Charles Klejva and a M. C. 37 touring car to Dr. E. H. Bruening.

Many Ford Delivery Cars Sold This Year

A noteworthy feature of Ford business of the last year is the large increase in the number of cars sold for delivery purposes. Out of 508 cars delivered to Omaha buyers during the fiscal year ending October 1, 225 were touring cars, 122 roadsters and fifty-five cars for delivery purpose, or more than double the number of delivery cars sold the preceding year.

Among Omaha firms which purchased new Ford delivery cars the last year are: Brandeis Store (8), Burgess-Nash Co. (2), Omaha Electric Light & Power Co. (3), Sanitary Wet Wash Laundry Co. (3), David Cole Creamery Co. (3), Thomas Kibbittick Co., Parker-Gordon Co., Parlan Laundry, Cole & Frye, McCord-Brady Co., Paxton & Gallagher, New England Bakery, Kimball Laundry, Stone & Townsend, Skyrock Water Co., Phillips Medical Co., Midland Paint & Glass Co., Best & Russell, Public Market, Dresher Bros., Hess & Swoboda, W. L. Masterman & Co., Chicago Liquor Co., Omaha Truck Co., Boston Wet Wash Laundry, The Pentorium, J. E. Van Valkenburg, F. Stroud, West Side Hand Laundry, D. Tuckson, F. J. Swoboda, Edward Eimler, L. Sommer, H. Hill, Jones Candy Co., Rosenbom Bros., Copley & Stribling, I. Mucci, Crystal Laundry.

Red Sox Draft Twin infielders. The drafting of Joseph and Maurice Shannon, twins, from the Asbury Park club of the Atlantic league was announced by President Lanning of the Boston Americans the other day. Both are infielders.

STUDEBAKER BUYS COTTON

Motor Car Corporation Purchases 500 Bales of Product.

BUYS ONLY FROM GROWERS

Sales Organizations in St. Louis, Dallas and Atlanta, Assisted by Dealers and Agents, in Charge of Details.

In a novel and typically American way, the Studebaker corporation of South Bend and Detroit has entered the cotton market on a large scale, buying orders having been forwarded to the managers of its branches in Atlanta, Dallas and St. Louis, through which centers is handled the distribution throughout the south of the firm's automobiles and horse-drawn vehicles.

The first order is for the purchase of 500 bales. This cotton will be bought at 10 cents a pound.

President F. S. Fish outlined the Studebaker plan in a brief interview. "We are buying this cotton," he said, "because of our belief that, in the conditions which now prevail, we owe a definite duty to the southern planters who are suffering so distressingly as the result of the European war. We are making this expenditure in a way which will enable us to place every cent of it with the southern farmers—the producers. Not one bale will be bought through speculators or middle men.

Confidence in South.

"We have abundant confidence in the south and in the future of its great staple. Far more influential in determining our present course was, however, our own feeling of obligation to the southern planters, virtually all of whom are our customers, and many of whom have bought Studebaker goods for two generations.

"Our investment in cotton will be virtually a loan in which we assume the entire risk. If we are able to eventually dispose of our cotton at an advanced price, we will turn over the ultimate profit to the growers from whom we bought it.

"Our investment is contingent on no purchase of our own goods and had no strings whatever attached to it. We also intend to make the distribution of our investment as broad as possible. In this undertaking we shall work in close touch with our vehicle and automobile dealers, thus availing ourselves of an advisory representation in virtually every cotton-growing county in the southern states."

The details of the Studebaker plan are in charge of Assistant Sales Manager Thielson of the vehicle division here.

Sales Manager of Maxwell Returns Home from Europe

C. F. Redden, who has been abroad for several months and has had some thrilling experiences during the present war, has advised the Maxwell Motor company, of which he is sales manager, that he will sail for America on the steamship Minnehaha, arriving in New York about October 15.

While abroad Mr. Redden has been in conference with several foreign representatives of the Maxwell company. The Americans who are representing the Maxwell company in foreign fields have achieved remarkable success, considering the great handicap they are working under. Most of the foreigners who were in the employ of the Maxwell company in their respective countries have taken up arms and Americans have been sent over to take their places in the business field. Mr. Redden's return will throw much light on business conditions in foreign fields, as he has been in closest touch with the future of European business from an American standpoint will be awaited with interest.

Packard Trucks to Be Used in Foreign Transport Service

More than one thousand men stormed the employment gate of the Packard factory, in Detroit, Tuesday morning, and police were called to stem the rush. One officer was removed from the scene in a police ambulance.

This was one of the stirring incidents following the receipt of an order for 130 trucks to be boxed for foreign shipment and to be delivered at tidewater on or before Tuesday, October 13. This order came through the Packard selling branch in New York. Its approximate valuation is \$500,000. While the final destination of these trucks has been cloaked in secrecy, it is understood that they are intended for the battlefields of Europe.

Employees of the truck shops were at once notified to report for duty on Sunday. Factory service cars were commandeered by the truck department on Sunday morning and scouts sent in every direction for recruiting men. Sunday's purchase of boxing stock exhausted the supplies of two Detroit lumber yards. Thirty-nine trucks were boxed and shipped on Sunday alone. A later wire from New York ordered future consignments to be unboxed. This change was adopted to gain time.

The trucks will be shipped as bare chassis. It is reported that the bodies will be built by an American concern that makes a specialty of truck equipment. They will be of the prairie schooner type and equipped with how top and tarpaulin.

Thousands Ask for Dodge Car Agencies

"Along about the first of August, General Sales Manager Philip made the prediction that 10,000 dealers would have made application for Dodge Bros. sales rights by October 1," said George C. Hubbs of Dodge Bros. "That how close he came to hitting the mark is shown by the total count for the first day of October. On that date 10,291 separate dealers from the United States and Canada had written in to the factory about the new car. Requests are still coming in at an average of 100 per day, with no sign of let-up."

Mr. Hubbs relates an incident concerning T. T. Doyle, Detroit dealer for Dodge Bros., which exhibits something of the interest shown by prospects in the new car. Through some unknown source the impression prevailed in Detroit that Doyle was to receive his demonstrating car on October 1. When Doyle reported at his office that morning he found his sales room crowded with prospects, all wanting to look at the new car. The Detroit man was compelled to explain that as yet he had received no car, but was in hopes of getting the first one by another thirty days. As over 300 people visited his salesrooms during the course of the day, Doyle reports putting in the busiest ten hours' work in some years.

Overlands Sweep Florida Race Meet

Overland cars won a sweeping victory by capturing five firsts in six starts in the big September racing meet on the famous course at Ormond-Daytona beach, Florida. Large fields contested for honors in each of the events before a crowd of 5,000 spectators. Of the eight cups offered by the racing committee, six were won by Overlands.

In the five-mile race for cars measuring more than 20 cubic inches piston displacement, an Overland 1914 speedster ran away from its competitors, completing the course in 4:30 flat. As the cars were sent away from a standing start, the average of more than seventy miles per hour is extraordinarily fast for a stock car. The Overland chassis was equipped with a special racing body and wire wheels. The

same car had no difficulty in repeating the victory in the ten-mile race, which was won in the fast time of 8:30. An accident, in which several of the cars were permanently disabled, prevented the completion of the twenty-mile event. An overland roadster which had been in continuous service for two years, won all three events for cars of less than 200 cubic displacement, completing the five-mile event in 4:25, the ten-mile event in 11:20, and the twenty-mile event in 21:40.

Phone Douglas 4319
CHARLES F. NYE
JOSEPHINE A. NYE
Chiropractors
Rooms 452-454 Brandeis Theater Building
OMAHA
Residence 2420 Manderson Street

Oldsmobile

NEW LIGHT FOUR

The Car for the Critic

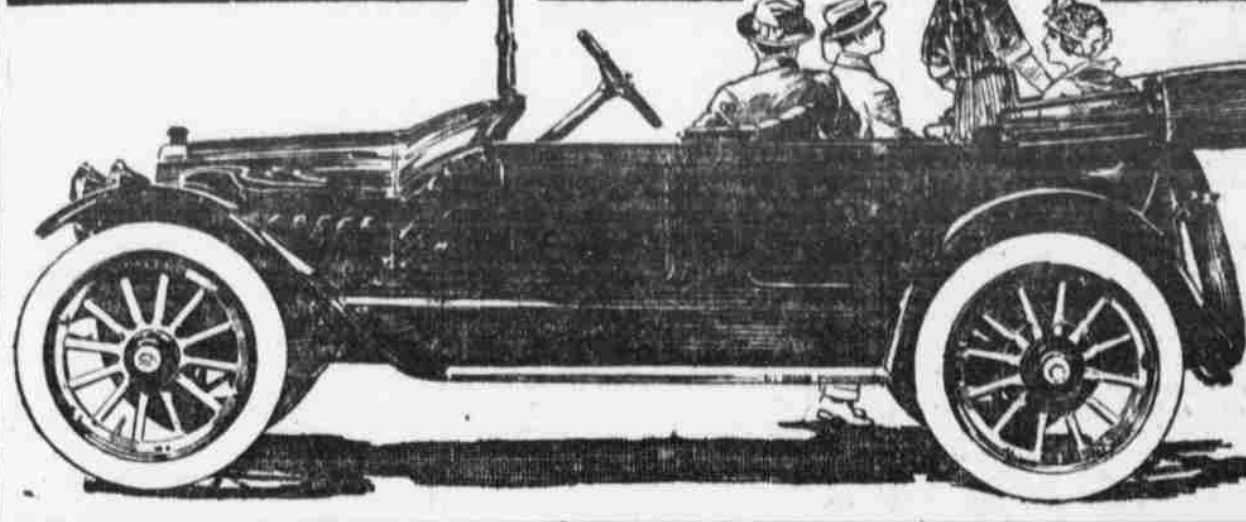
\$1285

Men who have owned other automobiles are the most enthusiastic of all the visitors calling at our salesroom to inspect the new Oldsmobile Light Four, for they alone can fully appreciate its marked superiority over all other cars at its price class.

All the experience gained by fifteen years of building automobiles has been focused in this Light Four. Retaining the beautiful lines of the Oldsmobile Big Six, all the honest quality, which has characterized it as the "greatest six-cylinder car in America," has been reproduced in proper proportions in this 112-inch wheel-base machine.

Inspect this new car. Note the Delco electric starting and lighting system; the overhead valve motor; the beautifully finished body; the Circassian walnut woodwork; the sturdy hickory spoked wheels—and remember that you are looking at a car that is surely worthy of the name, Oldsmobile.

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



Ahead of You

Somewhere—Near or Far—Lies the

Goodyear Tire

Every Tire Trouble Brings You Nearer to Goodyears

Every rim-cut is bound to remind you that No-Rim-Cut tires avoid this.

Every blow-out should suggest that our "On-Air" cure ends a very frequent cause.

Every loose tread will urge reduction of this risk. In Goodyears—by a patent method—we reduce it by 60 per cent.

Every puncture suggests our double-thick All-Weather tread. So does skidding. So does wear.

We've Earned It

We have earned this place for Goodyears—the topmost place in Tiredom. We have attained here a quality supreme and unvarying. We have long spent \$100,000 yearly on laboratory efforts to better them.

On one exclusive process—our "On-Air" cure—we spend \$450,000 per year.

The result is maximum sturdiness, the limit of safety, the minimum of trouble. You want the benefit. Soon or late that want will bring you to these matchless Goodyear tires. From that day on, you will never give them up.

Start now—when our All-Weather tread offers winter security such as no other tread can offer.

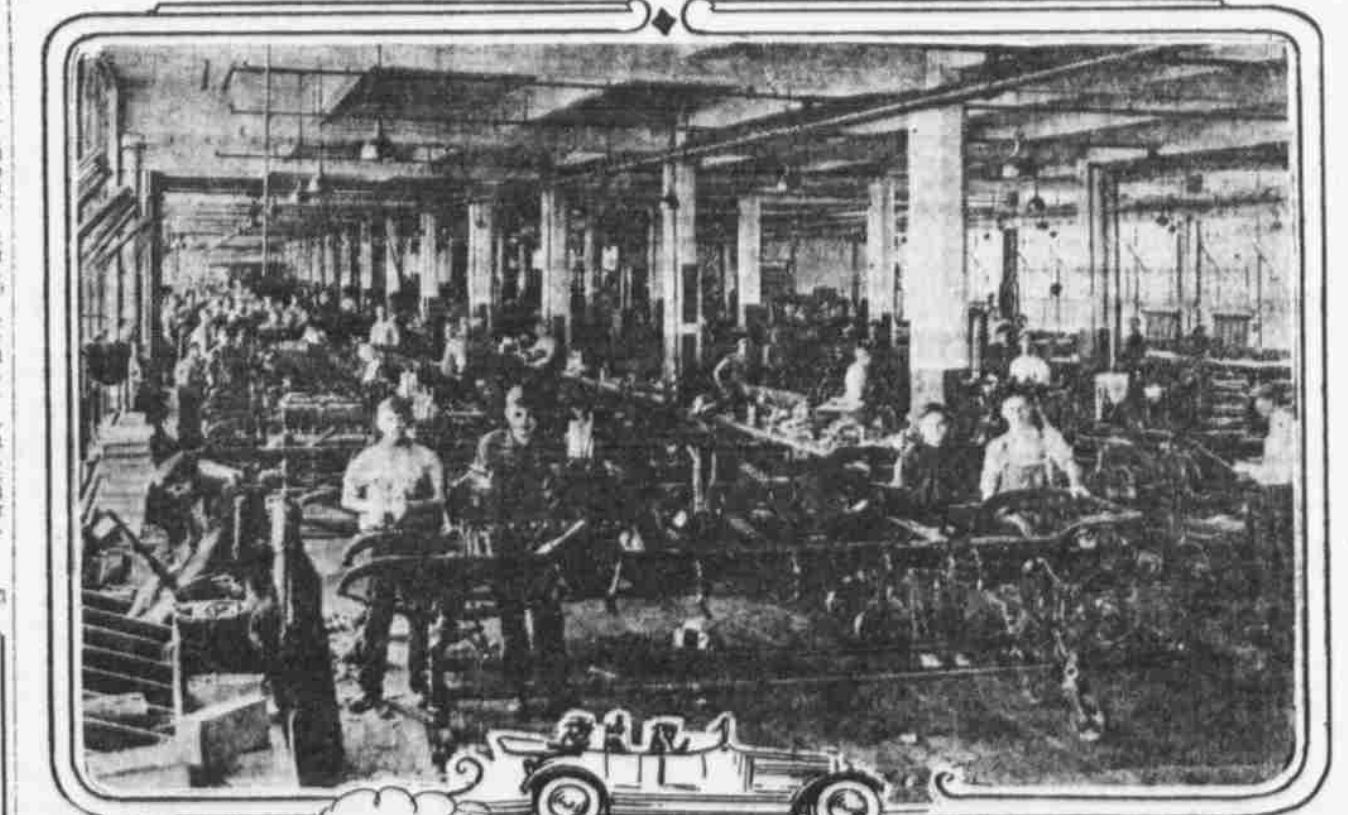
Any dealer can supply you Goodyear tires. If the wanted size is not in stock he will telephone our local branch.

Those are four exclusive Goodyear features. To get them you must get No-Rim-Cut tires. And that time is surely coming. It has come to hundreds of thousands already.

More men use Goodyears than use any other tire. And they are men who seek just what you seek.

- ## GOODYEAR Service Stations
- Cadillac Company of Omaha, 2054-56 Farnam St.
 - Cartercar Co. of Neb., 2115 Farnam St.
 - Ford Supply Co., 2129 Farnam St.
 - McIntyre Auto Co., 2203 Farnam St.
 - Omaha Tire Repair, 2201 Farnam St.
 - Paxton Garage, 2019-21 Farnam St.
 - Skipton Motor Company, Council Bluffs, Iowa.
 - Ed. Sorenson, Benson, Nebraska.
 - Spencer Auto Supply Company, Council Bluffs, Ia.
- SOUTH OMAHA, NEB.
Holmes & Atkins Co., 325-7-9 N. 24th St.

Where the New Hudson Car for 1915 is Made



TYPICAL SCENE ON THE FINAL ASSEMBLY FLOOR OF THE BIG TWENTY-SIX-ACRE FACTORY OF THE HUDSON MOTOR CAR COMPANY.

When in doubt as to matters pertaining to Automobiles consult the advertising and news columns of The Bee