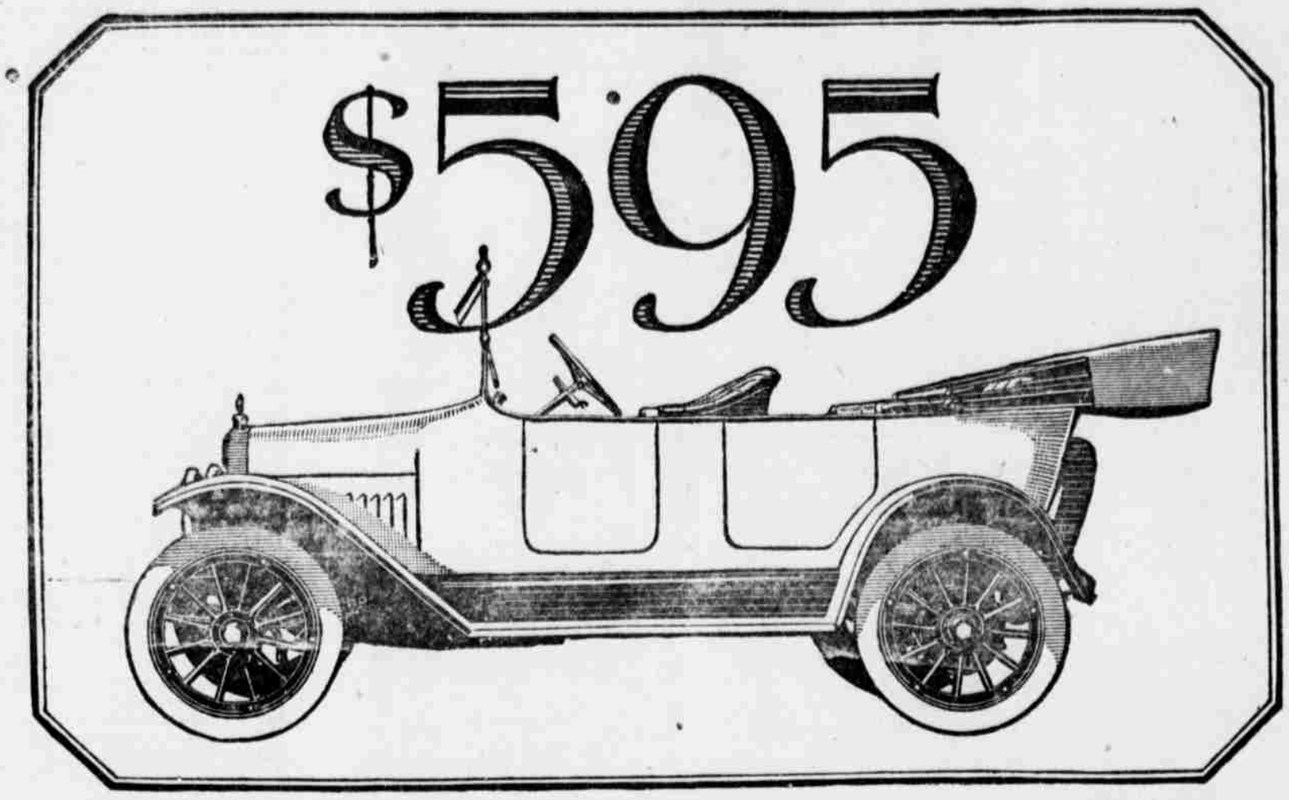
DOINGS OF THE VAN LOONS

With so many attendants it is no wonder



Maxwell

THE SAME CAR FOR LESS MONEY

BEAR in mind that the Maxwell car has not been changed.

It is standardized. It will not be changed except in minor respects—where we see opportunities from time to time to make refinements and additional improvements.

The new price of $595 is only made possible by our greatly increased production and the fact that we specialize in *only one automobile.*

Every Maxwell car is identically the same as every other Maxwell car.

Last year the Maxwell car represented a big value. Many thousands of satisfied Maxwell owners are the evidence of that.

But this year—at the reduced price of $595—the Maxwell stands out as the one big automobile value of all time.

Nothing like it has ever been offered for the money.

Just consider, complete electrical equipment for starting and lighting; speedometer; demountable rims; one-man top; rain-vision windshield;—and every other device for the comfort and convenience of the owner.

Every thing that the expensive cars have. And good looks, comfort and economy of operation—that some of the others haven't.

There has been a nation-wide demand for Maxwell cars at the former price; there will be an overwhelming demand for these cars at the new price of $595.

And this proves that the American public has admitted and verified our unqualified claim that the

Maxwell Motor Car is the Big, Outstanding Motor Car Value in the Country Today.

WHAT THE MAXWELL PRICE INCLUDES

Long-stroke, high speed, four-cylinder motor; 8 to 50 miles on high gear; 20 to 25 miles to the gallon of gasoline (average).

Irreversible steering gear; automatic motor lubrication by splash and pump; 500 to 1,000 miles per gallon of oil.

Thermo-syphon cooling.

A running-in-oil clutch, so smooth as to make the driving of a novice as free from gear-clashing and from sudden jerks as that of a seasoned driver.

Tall, narrow, racing type Maxwell-made radiator.

Maxwell-made axles—I-beam front and semi-floating rear; highest quality heat-treated alloyed steel.

Gasoline tank in cowl; short, accessible gas line to carburetor.

Maxwell-made stream-line body, well finished in every detail. Deep, comfortable upholstery.

30 x 3½ tires all around, non-skid on rear; average life 8,000 to 10,000 miles. Demountable rims.

Tire carrier at rear, with extra rim.

Substantial, Maxwell-made crowned fenders and linoleum-covered running boards.

Electric starter, electric lights, electric horn.

High-Tension Magneto, an independent source of ignition.

One-man Top with quick-adjustable curtains—storm proof.

Rain-vision, adjustable, ventilating windshield.

High grade speedometer.

The Maxwell Touring Car is a full five-passenger car. Every Maxwell model seats comfortably the number of passengers which it is rated to carry.

Compare these Maxwell features with those of cars selling at higher prices.

This announcement will be read by hundreds of automobile dealers as well as prospective retail buyers. To those dealers who wish to know if there is any open territory, we will say that Maxwell sales contracts for 1916-17 are being signed now by our traveling salesmen. There will be some changes—particularly in the allotment of territory. Therefore, interested dealers, wherever located, should write us now.

Maxwell

Motor Company · Detroit, Mich.

PAPER STOCK PRICES ARE STILL RISING

No Relief in Sight for Newspaper Publishers and Famine of Print Paper is Predicted

(From the Publishers Auxiliary)

Chicago—Instead of the relief in the paper situation which many familiar with conditions have been predicting, every indication points to a growing seriousness in the market Book paper mills have withdrawn all quotations, notifying dealers they will fill orders only at prices prevailing on shipping date. Newsprint manufacturers declare that raw material is constantly becoming more scare with every prospect for still another advance in the price at an early date.

The hoped-for easing of the situation was partly based on the decrease in consumption usual at this time of the year which has failed to materialize. In the past mills and dealers have been able to replenish their reserve stocks during the summer months when consumption was below normal but the demand for paper of all kinds shows no abatement.

In addition to the scarcity of raw material labor difficulties threaten to add to the troubles of the manufacturers. Within the past week a large sulphite mill supplying several Wisconsin paper mills went out on a strike and it is the present disposition of the pulp manufacturers to close down their plants rather than make the concessions demanded. This is the second sulphite mill strike.

Book paper has advanced practically 100 per cent in price since the market began to rise and the end is not yet in sight. During the past week all of the book mills in the middle West have advanced their price $10 per ton and three mills have entirely withdrawn their tonnage from the market.

All of the larger paper supply houses in this city report their reserve stock practically all gone with no hope of replenishing it for some time to come. Few of the dealers are accepting orders from any but old customers.

Conditions in the newspaper print market are almost startling. In letters just issued to members of the Newsprint Manufacturers association Secretary G. F. Steele states that the demand for newsprint has not decreased to any noticeable extent, despite the efforts of publishers to curtail consumption. Even in the face of the fact that the production of newsprint during the month of May was the greatest recorded in the history of the trade, "there is little hope of your being able to supply sufficient paper to newspaper publishers to take care of their requirements during the fall months." The state of the newsprint market is of considerable importance, for it will have a great deal of influence on the other paper markets. Mr. Steele declares that there is now on hand at mills and consuming points an inventory amounting to less than fifteen days' supply of newsprint paper for the entire continent. He states that he does not know of a single mill on the North American continent which has a ton of paper to sell or any extra capacity.

J. G. Taylor of the Taylor-Logan company, paper manufacturers of Holyoke, Mass., has sent to the trade a statement of his views on the present paper situation, the causes of the high prices and the prospects of a famine. He says:

"The publicity campaign instituted at the request of the manufacturers of writing paper by the department of commerce, calling on householders to save their rags and waste paper, has temporarily helped the situation in that it has brought to market the 'reserves' held in the hands of the householder. The situation before that request went out was extremely critical.

"It is probably true that the actual production of rags and waste papers in this country would be sufficient for the present capacity of the mills—if everybody saved rags and waste paper.

"Higher prices must be paid to the householder, however, to make it worth her while to save the rags and waste papers which, in the last few years, she has been in the habit of burning. That, of course, means perpetually higher selling prices on paper.

"The importation of rags from the other side is absolutely cut off. It is impossible to say, owing to the lack of proper government statistics, just how much that means, but it is fair to estimate that from 25 to 35 per cent of the rags used in the past ten years have come from abroad.

"Rags are being used in increasing quantities for purposes other than papermaking. Roofing felt is made very largely of rags, and for certain purposes connected with the manufacture of munitions there is a greatly increased demand for rags.

"A very large proportion of the bleached sulphide pulp heretofore imported has come from the central empires, and that, of course, is now absolutely shut off. Pulp is still coming from the Scandinavian countries, and will probably continue to come as long as these countries remain neutral; but if they should enter the war that supply would cease.

"To further complicate the situation, Great Britain is morally, although not actually, commandeering the entire Canadian production of wood pulp—in other words, Canada will not ship any pulp to this country which Great Britain can use.

"Owing to the practical impossibility of securing further supplies of chemicals, it is unlikely that any further additions will be made to the domestic wood pulp production until long after the war is over.

"'Spot' pulp—that is pulp for immediate delivery in addition to contract requirements—when available as it is sometimes in limited quantities, is eagerly snapped up by mills who are short of supplies, at a price about three times that which they are paying on their contracts made last fall.

"In addition to the absolute shortage of material, and the increased demand for paper of all kinds, clear down to newspaper and cheap boards, there are several very serious contingencies that must be taken into account.

"1. For instance, if the mills of one of the larger producers of bleached sulphite pulp should be destroyed by fire, every paper mill in Holyoke would temporarily be out of business inside of 48 hours.

"2. If the importation of Scandinavian pulps should be cut off through embargoes on the part of the Scandinavian countries themselves, or because of their entering the war, the same result would follow, as practically every writing paper manufacturer is dependent to some extent on the Scandinavian supply.

"3. If Great Britain should make absolute and moral commandeering of the anadian product, above referred to, then the Canadian unbleached product, which, in reduced quantities, is still coming into this country, and some of which is being bleached by the paper mills themselves, would be cut off absolutely. In that case practically the same results would follow.

"All things considered, therefore, we do not look for anything to happen until long after the close of the war that will enable the mills to make lower prices on paper than is now being made, and there are all the contingencies mentioned above which must be considered as possibilities tending toward still higher prices than now ruling, or even to an actual famine."

———Alliance Herald———

Gordon Boys Pass Muster

Physical examination of twelve companies composing the Fourth regiment, Nebraska National Guard, was completed on Friday of last week. Company I of this regiment is composed of Gordon boys. Those of this company who successfully passed the federal inspection are as follows:

Captain, Joe W. Leadom.

First lieutenant, Fred F. Studevant.

Second lieutenant, Jesse G. Beard.

First sergeant, Charles G. Harvey.

Q. M. sergeant, Ross S. Ross.

Sargeant, Dwight P. Griswold; Earl N. Parker; Frank Kocer, Eugene Williams.

Corporal, Jerome F. Brue; Q. B. Skinner; Harold S. Hoagland, Carl Williams, Clarence Gibson.

Cook, Elles Overton, Arthur Ladd.

Privates, E. Albrechtson, Eck Binder, Joy Bosworth, Laurence Botteroff, Howard Castles, John Conrad, William Dowling, Fay Billis, Ward Ellis, Joe Erchien, Frank Flanders, Wilbur Gayland, Gaorge Green, Nick Johnson, Frank Keene, Frank Lucke, Douglas Lucke, William McGraw, Pat Malone, Fred Mannerger, Pawl Mosher, James Munson, Jesse O'Connor, Mike O'Malley, Vlondike Paggett, Clyde Sailor, Frederick Sasenberry, John Sears, Otto Sees, Barnard L. Slocumb, Harry Sauffer, Fred Tranner, Harry Tuttle, Charles Wilkey, James Wood, William Zerbe, Daniel Prue, George Story, Williard Wilson, Ludwig Kratochvil, Forest Holtzclan.

———Alliance Herald———

Western Nebraska cities are going to realize that the Nebraska editors who will visit them in a special train in August are some entertainers themselves. A couple dozen editors have organized a minstrel troupe, with Dock Tanner of Omaha and N. J. Ludi of Wahoo as "Bones" together with that sweet-voice nightingale—"Bill' Maupin of York, as chief tormentors and will put on four minstrel shows enroute. Adam Breede, editor of the Hastings Tribune, and Asa Scott of the Edgar Sun, have been busy for weeks getting their voices in trim and there will be more such high class artists. The jokes are guaranteed by the food commission as absolutely fresh and the songs and lyrics will be written for the occasion. This is just one of the many features which the editors propose to inflice on the western populace during their "Seeing Nebraska First" excursion in August.