



MAXWELL SHOW ON FRIDAY

Two Hundred Dealers to Be Guests at the Rome Hotel. MOVING PICTURE EXHIBITION Several Thousand Feet of Film to Depict Graphic Methods of Erecting Maxwell 25 and of Road Drives and Tests.

Two hundred automobile dealers from various points in Nebraska and Iowa, will be the guests of the Maxwell Motor Sales corporation at the convention to be held at Hotel Rome in this city Friday.

Not only are the various dealers to be given an opportunity to contract for the coming year for the well-known Maxwell car, but a motion picture lecture has been arranged for the entertainment and instruction of the dealers.

The Maxwell company believes in helping their agents and there could be no better help given than to show just what quantity production means.

It is not given to every representative of the different automobile companies to visit Detroit, but the Maxwell Friday sales corporation by a very unique motion picture exhibition has brought that part of Detroit to their agents that interests them most.

Knowledge of just how the Maxwell cars are built should be a factor with every agent, a point which has heretofore been neglected or overlooked by most companies.

These pictures not only show the building of a motor car in its entirety, commencing with the making of steel, on down through the forge and foundry, machine shops and the various assemblies to the finished product, including road testing, but the story is told in an attractive way with a real romance.

In addition to this a travelogue is given in the last reel, showing views of various parts of the country, and incidentally show just what the Maxwell "25" is capable of doing under various conditions.

Pictures of California in all her beauty and splendor, pictures taken of the Cascade range in Oregon and Washington, also the new famous record-breaking drive of wild Bill Turner in his Maxwell "25" up Mt. Hamilton in California, where the official record was lowered 1 1/2 minutes by him, are some of the features included.

In a recent exhibition of these pictures in the city of Washington, D. C., which was given under the auspices of the Washington Chamber of Commerce, and which was attended by foreign representatives of almost every country, a great number of senators and representatives, Champ Clark, speaker of the House of Representatives said:

"I was more than entertained by the show. The magnitude of operation and the intense dramatic action shown throughout the huge plants hold one spell-bound and instruct, while they entertain."

New Overland Car Appears in Omaha

While the 1915 Overland, designated by the manufacturers as Model 50, follows in most of its general features the Overland of 1914, the latest product of the Toledo plant of John N. Willys embodies a number of improvements and noteworthy changes over last year's model which makes the Overland a more attractive proposition than ever—whether it be viewed from the standpoint of the dealer or that of the purchaser.

In making its public announcement at this time, the Willys-Overland company has adhered to the practice of former years, to vouchsafe detailed information concerning its new lines only when the regular distributors have been furnished demonstrating cars; these are now delivered and ready for inspection.

The points of the new car which receive the first attention of the observer are graceful, strictly up-to-date body designs and improvements that are perhaps less noticeable to the average motorist, but nevertheless of vital importance to him; all these improvements secure greater riding comfort and more quietness and flexibility of operation.

Paris Dealer Will Go Back to Rescue His Big Machines

Alvan Macaulay, vice president and general manager of the Packard Motor Car company, Detroit, is the recipient of another London cablegram which has filtered through the chaotic channels of communication with strife-ridden Europe. The message reads:

"Paris advises all cars not yet requisitioned by government are doing tremendous work night and day trips to coast getting Packard owners away from Paris, service and help being extended every possible way. Both offices fairly choked with work."

This cable partially relieves the anxiety of E. N. Goode, manager of the Packard Motor Car company of Paris, who came to Detroit to attend the sales session of Packard dealers. His first advice was that all the cars in his establishment had been requisitioned by the French government.

F. L. Good Selling Paige Cars for This Section of Country

"Business is fine," says Fred L. Good, district manager of the Paige company. Mr. Good arrived in Omaha recently along with the 1915 Paige "36" models and says this is a line of cars very highly recommended by the factory making them. But, all joking aside, Mr. Good is doing a land office business closing up contracts direct with the factory with the Nebraska dealers and reports the sale of over sixty cars for present and future delivery within the next ten days and he says he has not scratched the surface as yet, as this is all new business for Paige and does not include any re-contracts with dealers that have handled this car in the past.

Cyclecar Rapidly Approaching Stage of Finished Cars

A year ago a new movement was announced, taking its cue from foreign development and all aimed toward producing the cheapest possible motor car. All talks of this new vehicle, which for the sake of a better name was termed cyclecar, was based on cost.

Taking this idea as a beginning point, makers designed narrow tread cars with V-shaped motors and belt drive. These cars, while attractive in appearance, were somewhat radical to be immediately understood from a buyer's standpoint, but crude as some of them were, they proved principles that made the whole automobile world sit up and take notice.

Camp Outfit and Sleeping Room in Big National Auto

Dr. LeGear of El Paso, Tex., who owns extensive properties in southwestern Texas, found it inconvenient to travel among them because of the distance and poor train service.

New Electric Air Pump

Installed by Firestone Tire & Rubber Co. 2220 Farnum Street

CAR OWNERS are invited to make use of our new automatic air pump. It's on the curb. The only Air Service Station in Omaha.

Ready To Meet Your Needs at Any Hour—Days, Nights and Sundays

Remember Our Address

Firestone Tire & Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

Home Office and Factory: Akron, Ohio.

How He Looked.

"From the way you are staring at me, madame, I conclude I look like someone you know."

on a powerful National car. Special reserve tanks placed under the frame carry a total of sixty-five gallons of gasoline and twelve gallons of oil. This makes it possible for the National to travel more than 800 miles without taking on any additional fuel supply. The car is finished in light green, with gold trimmings and a large gold star, which is the insignia of Texas.

Huffman Auto Co. Has a Busy Week

The following have purchased automobiles from the W. L. Huffman Automobile company the past week: Schmidt Motor Car company, Lincoln; Westside Garage, Mossena, Ia.; N. B. O'Connell Auto company (carload), Sioux City; W. H. Hitchcock, Atkinson, Neb.; Davenport & Henle, Montrose, Colo.; R. K. Jostin, Kimball, S. D.; A. Peterson, Lane, S. D.; Stedman Bros., Syracuse, Neb.; John Bauer, Lincoln; W. H. Ferguson, Lincoln; L. C. Goech, Brookings, S. D.; G. W. Rose, Merriman, Neb.; H. F. Rose of Omaha purchased a Chandler light six touring car from the W. L. Huffman Automobile company last week.

W. L. Huffman and T. M. Brownwell of the W. L. Huffman Automobile company left Monday night on a business trip to the Chandler and Hipmobile factories.

Ford People Report Sale of Over 200,000 Cars in Nine Months

Three years ago if you had told anyone that a single automobile company would build more than 200,000 automobiles in a year that person would have thought that probably you were harmless, but ought not to be allowed to run at large as you might suddenly become violent. But in nine months the Ford Motor company has done better than reach the 200,000 mark. It has built and sold 205,134 cars from October 1, 1913, up to July 1, 1914.

In other words, an average of better than 22,500 Fords have been built and sold every month for the first nine months of the company's fiscal year.

Last year's production of Fords was about 185,000 cars. This mark was passed by this year's production in the middle of May.

It is almost impossible to conceive of 200,000 automobiles. Only by comparison may one really grasp what this huge figure means. If all the Fords built and sold so far this year were placed in line a half mile apart they would reach around the world four times.

If the entire population of the cities of Detroit and Baltimore wanted to hold a joint picnic the Fords built this year could easily take all the people to the picnic ground in one trip. Or this year's Fords could carry three armies the size of the American army engaged in the Spanish-American war. Or they could carry at one trip nearly half of all the men that fought in the civil war.

Or, getting at it from another angle, the total horsepower of the motors in these Fords, figuring twenty horse-power to a motor, is more than two-thirds the horse-power of all the developed water power in the United States. It is sixty times greater than the power plants of the Emperor, the Lusitanian or the Mauritanian, and twenty times greater than the power developed by the dam on the Mississippi at Kosciusko, Ia.

It is said that the tendency nowadays is to take the burden off the man and put it on the machine. A man must be a pretty good athlete to be capable of exerting fifteen horse-power, if you can translate horse-power into man-power. But figuring on this basis the total horse-power of the cars built and sold by the Ford Motor company this year is six times greater than the combined power of all the men engaged in the civil war.

Corkhill Tells How Stream Line Cars Are Built

"Streamline bodies and crowned fenders were not used on automobiles until within the last year or so for the simple reason that nobody knew how to make them," states C. J. Corkhill of the Nebraska-Haynes Auto Sales company, distributors for the Haynes.

"The most logical material from which to build bodies is sheet steel, but the difficulty comes in obtaining the desired curves and general contour. The first sheet steel bodies were laboriously worked up and shaped by hand with the aid of small power hammers and foot presses. The metal would be thin at one curve and unduly thick at another, so that the results were generally unsatisfactory.

"In keeping with the history of the automobile industry improvements have come rapidly, and now the bodies are formed in gigantic presses. Any desired curve or streamline effect may be obtained by merely altering the shape of the dies of the press. The streamline body of the new Haynes Light Six car represents the latest achievement of the body makers. The long, sweeping lines are pressed into the steel under great pressure, and there is no hammering out at any point in order to develop the curves. Consequently, the steel is of uniform thickness and strength at all points. All joints are electrically welded at the doors, so that the finished body is actually composed of a single piece of sheet steel without seams. A light construction is obtained in combination with the desired rigidity.

European Strife Claims Maxwell's Foreign Salesmen

Some little anxiety is felt at the Detroit office of the Maxwell Motor company concerning the whereabouts of several of its representatives.

Mr. Arnold Foerster, Maxwell representative in Austria, and captain of a cavalry troop in the Austrian army, has undoubtedly joined his troop, as no communication has been received from him in several days. Mr. Foerster is thoroughly trained in army tactics, and has won several medals of honor in the service of his country.

Another foreigner, whose patriotism has called him to his country's aid, is a Russian, Count Krysanowky, one of the ablest men in the Maxwell's foreign field. Count Krysanowky was last heard from in Paris on his way to Brussels. He also holds a captaincy in the army of his fatherland, and without doubt has returned to Russia.

Among the thousands of Americans

marooned on foreign soil is Charles F. Redden, American sales manager of the Maxwell Motor company. Mr. Redden has been abroad for several weeks past in the interest of his company. His itinerary has included most of the large cities and has taken him into all the countries

now involved in the war. When last heard from Mr. Redden was on his way to Berlin, and expected to go from there to London. It is the opinion at the Maxwell office, in Detroit, that Mr. Redden has been forced to cancel all business engagements, and is quietly waiting for the

first opportunity to return to this country. Easily Exaggerated. About the easiest thing to exaggerate in this world is the good time a man says he had on his vacation trip—Galveston News.

Ford THE UNIVERSAL CAR Lower Prices on Ford Cars Effective August 1st, 1914, to August 1st, 1915, and guaranteed against any reductions during that time. All cars fully equipped f. o. b. Detroit. Runabout - \$440 Touring Car - 490 Town Car - 690 (In the United States of America only) Buyers to Share in Profits All retail buyers of new Ford cars from August 1st, 1914, to August 1st, 1915, will share in the profits of the company to the extent of \$40 to \$60 per car, on each car they buy, PROVIDED: we sell and deliver 300,000 new Ford cars during that period. Ask us for particulars. Ford Motor Company 1916 Harney Street, Omaha.

PAIGE THE Paige for 1915 has established an absolutely new standard of value in the moderate price field. The announcement of the new Paige "36" at \$1195 is by all odds the biggest sensation of the year. Automobile experts are viewing this car in frank amazement. They unanimously agree that nowhere—in the entire width and breadth of the automobile field—can so much value be found for the money. Last year this car sold for \$1275 and it was the undisputed pace-maker of the moderate price field. Imagine then what it means when we offer a greatly improved Glenwood—a greatly refined Glenwood for the record price of \$1195. Make it a point to see the new "36" at your earliest opportunity. Inspect this automobile from any angle of comparison—note every detail of construction—and ask yourself plainly and frankly if there is any other automobile in the world which offers so much for the money. Try and do this today. You need one of these splendid cars while the motoring season is at its best. Call us on the phone and arrange for a thorough demonstration. The Paige-Detroit Motor Car Company, Detroit, Mich. We are now prepared to close contracts on territory for the 1915 season. FRED L. GOOD, FACTORY DISTRICT MANAGER. 2417 Farnam St., Omaha, Neb. \$1195 Glenwood Model "36" with electric starting and lighting system, completely equipped, \$1195 Model "35" completely equipped, \$1195

