

JEWETT ON WESTERN TOUR

President of the Paige Company Goes to the Coast and Finds Enthusiasm at All Points.

PREDICTS BIG BUSINESS YEAR

Harry M. Jewett, president of the Paige-Detroit Motor Car company, has been spending the last five weeks in a tour of the northwest and the Pacific coast district. Mr. Jewett's purpose in this tour was to make a thorough inspection of Paige agencies and territory in the far west, to acquaint himself with the conditions peculiar to that section and to carry the story of Paige growth, development and success to the Paige representatives and owners across the continent. While the trip was primarily for business, Mr. Jewett took occasion to enjoy the opportunities offered for pleasure, not the least of which was the Panama-Pacific exposition at San Francisco.

Mr. Jewett's tour was complete and comprehensive. He visited such cities as Spokane, Seattle, San Francisco, Los Angeles and Denver, besides innumerable smaller points, and he addressed special meetings of Paige dealers and salesmen in each city, telling among other things how the demand for the Paige six is keeping the factory going twenty-four hours a day. In fact he traveled over every inch of the far western territory, saw every dealer personally and met personally a large number of the western Paige owners.

All Enthusiastic. Mr. Jewett reports his inspection tour as the most profitable and interesting he has ever undertaken. The meetings he held were large and enthusiastic over the Paige business—especially over the success of the new Paige six—he found to be inspiring. Business conditions, Mr. Jewett also reports, are in the main excellent and he sees no reason why this section of the country should not enjoy a very prosperous year in all lines.

Baker Electric Has Cut Price on Its Light Coupe

Announcement has just been made by H. F. Orr, local representative of the Baker Motor Vehicle company of Cleveland, of a general downward price revision of all Baker models. This general price revision comes as a result of a greatly enlarged scale of production of the Light Baker Electric coupe.

"We have constantly argued for and built light weight electric cars," said Mr. George H. Kelly, secretary of the Baker company, in announcing the new prices to Baker dealers, "and even while building heavier models we have always continued with the lightest coupes in the market, and our light coupes have always been our leaders."

"When we designed and put on the

market our new Light Baker coupe, it was with a feeling that we had achieved the finest result of our sixteen years' experience. Here was a car weighing 1,000 pounds less than the big heavy electric, combining all the advantages of light weight with the very finest quality. "Having demonstrated to our own satisfaction that our position was correct we have determined to go ahead on a greatly increased scale of manufacturing and produce the Light Baker coupe in larger quantities than we have ever before undertaken. The manufacturing saving, and the saving in general expenses per car, on account of this larger production, enables us to announce a lower price, not only on this car, but for the Baker Double Drive Brougham (\$3,900), and the Baker Roadster (\$2,900) as well."

Joe Dine Explains Just What the Cord Automobile Tire Is

"Motorists hear the term 'cord tire' very often these days," says Joe Dine, branch manager of the Goodyear Tire and Rubber company. "So many erratic definitions of the term and descriptions of cord tires are seen and heard that an accurate description may be timely and interesting. Goodyear made the first American cord tires eleven years ago and has been making and selling them ever since, so we consider ourselves somewhat of an authority on the subject. For many years our cord tires were made and sold only for electric cars. Now that we are so well launched in the sale of cord tires for the larger gasoline cars, also, a much larger public is interested in the subject. A surprisingly large number of inquiries are made by persons who want to know just how cord tires differ from regular fabric tires—in construction and actual service—and a surprising variety of answers given.

"A cord tire is so called because its carcass is built of layers or plies of parallel cords instead of full-woven (or cross-woven) fabric. Of course the strength of cross-woven fabric is obtained in cord tires by laying certain plies of parallel cords in one direction and other plies in a cross direction.

"Naturally this construction makes for maximum resiliency. This is especially essential in tires for electric cars, where power consumption is easily affected, and the comfort and added resiliency of gasoline car cord tires have made them desirable to owners of large cars, who are willing to pay an additional price for these finer points. "To emphasize the points desired Goodyear cords are made in the no-rim-cut type, and are built with an average of 30 per cent greater air capacity than usual in cord tires. As air carries the load, the result of this oversize is obvious. Goodyear cord tires for gasoline cars are made in sizes 3 1/2x4 and up, and fit practically all rims used on gasoline cars."

Rent room quick with a Bee Want Ad

Jeffery Factory Increases Output

Four million dollars worth of truck orders received in three weeks' time, 500 men added to the factory working force, a great organization of mechanics and workmen laboring twenty-four hours a day in three eight-hour shifts to produce the Jeffery product, has placed the Jeffery organization at the high peak of prosperity in the automobile industry.

Two years ago the Jeffery company introduced into America the Jeffery Four—the first high-grade motor car with the high speed, four cylinder motor to sell at a moderate price. During the last year the Jeffery company developed the Jeffery Quad—the four wheel drive truck which has been endorsed by the leading governments of the world—and brought out the Jeffery Chesterfield Six—the first car in America selling at \$1,500 to be equipped with features found previously only in the highest priced cars.

WEIGH YOUR CAR TO SEE HOW IT IS BALANCED

"Weight is a question," says Mr. McIntyre of the McIntyre Auto company.

MARATHON TIRES

The real value of an article is not the price you pay but the use you get and you cannot get out of an article that which has not been built into it. In Marathon Tires there is a dollar's worth of service for every dollar of the price.

Just Plain Honesty

That's all it is—no credit is due us for giving you what you pay for. The men who are building Marathon Tires are pioneers of the industry and believe that you are entitled to all that their vast experience and the best of material can give you—and you get it.

Akron-Marathon Rubber Co., 2222 Farnam Street, Omaha, Neb. Doug. 5246



which very few purchasers look into, while it is one of the vital points necessary in an automobile to insure easy riding and long life of the car. It is an easy matter for anyone to satisfy themselves whether or not their car is properly balanced by driving the front end on the scales, taking the weight, then drive over the scales, leaving the rear wheels on. Those two weights should be the same and total the weight of the car. If the rear wheels outweigh the front ones when empty, it will greatly increase the load behind when there are three passengers in the rear seat and two in front, thereby making the car harder to steer, necessitating a continuous working of the steering wheel to keep it straight in the road, as the heavier rear end gives the front a swinging motion and costs a lot more money in tires.

SOCIETY HAIR STYLES EASY TO COPY

Any of the expensive coiffures which are worn by ladies of unlimited means may easily be made by anyone who is blessed with a heavy head of hair. It is much cheaper and easier to keep your own hair long, soft and fluffy than it is to pay hair-dressers and buy transformations, switches, curls, etc. Discriminating ladies never leave the care of their hair to others. They have found that in washing the hair it is not advisable to use a makeshift, but always use a preparation made for shampooing only. You can enjoy the best that is known for about three cents a shampoo by getting a package of caustrox from your druggist, dissolve a teaspoonful in a cup of hot water and your shampoo is ready. After its use the hair dries rapidly, with uniform color. Dandruff, excess oil and dirt are dissolved and entirely disappear. Your hair will be so fluffy that it will look much heavier than it is. Its lustre and softness will also delight you, while the stimulated scalp gains the health which insures hair growth.—Advertisement.



\$1850 F. O. B. Omaha

Is Now Here

Weight, 3400 Lbs.—347 Cu. Inch. Piston Displacement.

Demonstration by Appointment Traynor Automobile Co.

2512-2514 Farnam Street Omaha, Nebraska

Active Dealers in Unoccupied Territory are Urged to Come in This Week

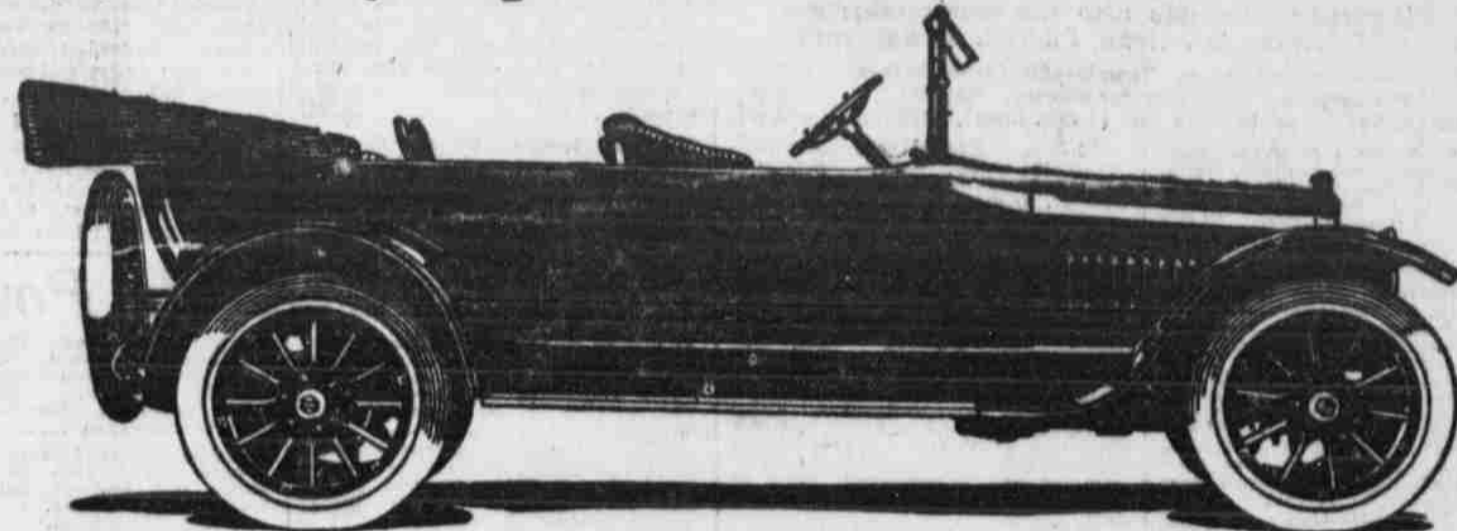
Come in and See the New Seven-Passenger

CHANDLER SIX

The Pioneer Light-Weight Six

\$1295

IF you are one of the hundreds who have been waiting to see the new seven-passenger Chandler, this announcement will bring you good news. For *it's here*. We have just received our first shipment. Come in and see this wonderful car the very first thing. It meets, and even excels, our most hopeful expectations. It is everything, and more too, that the factory said it would be. You simply cannot help being enthusiastic about it.



No Cramping, No Crowding
The seven-passenger Chandler is a long, roomy car, luxuriously finished and upholstered, and with a genuine seven-passenger body.

Up in front is that same marvelous Chandler motor that in three years' time has made the Chandler the recognized quality leader of light sixes—one of the really famous American cars.

It doesn't seem possible that such a car could be built to sell for \$1295. No other manufacturer has produced such a splendid car for such a low price.

Still, the Chandler has always offered seemingly impossible value ever since the company brought out the first high-grade, light-weight six selling for less than \$2000.

Chandler has led all the way in the light-six field.

Tried and True, Not Experimental

One of the most pleasing things about the new seven-passenger Chandler is the fact that, except for its longer wheel-base and big roomy body and a few general

improvements, it is the same car you have heard so much about the past year—the same car that sold so successfully, with only five-passenger body, at \$1595.

That's a point the motor-wise will recognize as very important. It is not a new model, not a new design, not a new motor, designed to meet price tendencies.

Not a single feature of design or materials has been cheapened in quality to make the price possible. It is the car that for two years has established price tendencies, not followed them.

- No Other Car at Less Than \$2000 Possesses All these Features**
- The exclusive Chandler motor, of Chandler design and built in the Chandler factory. A powerful, quiet, economical, beautifully finished motor that any man may well be proud of.
 - Boch Magneto, and Bosch Spark Plugs.
 - Gray & Davis Electric Starting Motor.
 - Gray & Davis Electric Generator.
 - Hayfield Double-Jet Carburetor.
 - Mayo Genuine Mercedes Type Radiator.
 - Worm Bevel Rear Axle, smooth-running and silent.
 - Cast Aluminum Motor Base extending from frame to frame, giving rigidity to the engine mounting; providing pedestals for magneto, water and oil pumps and generator and doing away with necessity for a dirty, rattly sheet-metal drip pan.
 - Three Silent Chains, enclosed and running in bath of oil, for driving motor shafts.
 - Genuine Hand-Buffed Leather Upholstery.
 - Firestone Remountable Rims.
 - Stewart Vacuum Gasoline Feed.
 - Goldie Patent Que-Man Top covered with high-finish Never-Leak.
 - Jiffy Curtains.
 - Hair Patent Top Holders.
 - Motor-Driven Horn.
 - Stewart-Warner Magnetic Speedometer.
 - Instantly Adjustable Tire Carrier (no straps) at rear of tonneau.
 - All the usual incidental equipment.

Easy Adjustment of Auxiliary Seats

You will be delighted with the lines and grace of the seven-passenger body. And with the comfort and convenience of the seating arrangements.

The tonneau seat and the driver's seat are wide and deep and thickly cushioned. The auxiliary seats are of the most clever design. When not in use they fold away into the floor and back of the front seat, leaving the tonneau free from any marring obstruction and converting the car into an extremely roomy five-passenger carriage.

No thumb-screws or levers of any sort are necessary for the adjustment of these seats. One direct motion of the hand raises either seat, ready for use, or lowers it away, completely out of sight.

Order Early If You Want To Be Sure

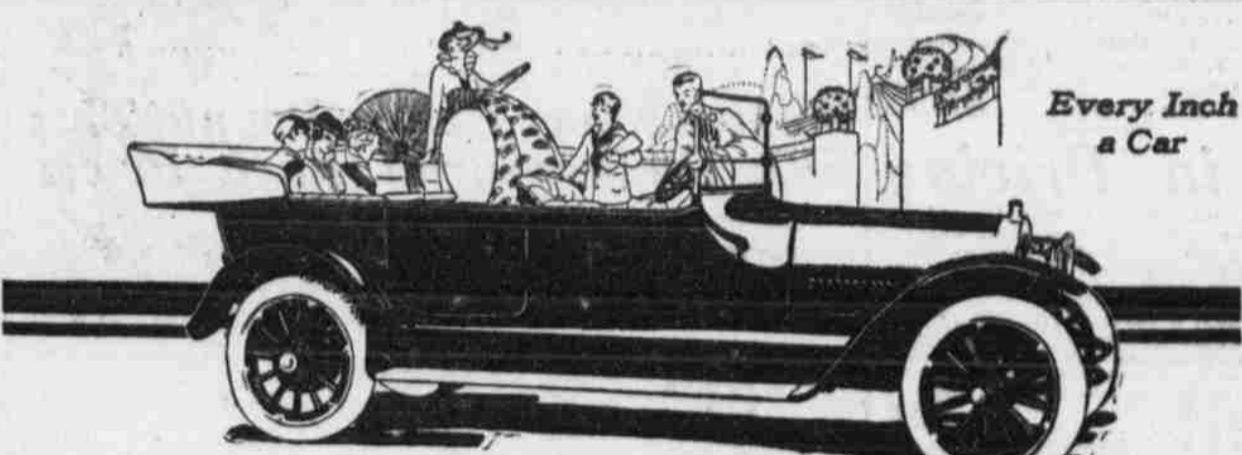
With new buildings and added equipment the factory has increased its production greatly for this year. But even this big production will not be enough to fill the demand.

Since we first saw the new seven-passenger model, we have tried hard to double our order to the factory. We want more cars, and so does every Chandler dealer all over the country, but we can't get them. This car is so far out in front of all others, that we *never* we could sell twice as many.

We will have to be content with what our contract calls for. But that's our loss, not yours, if you place your order early. We are going to try to keep a sample car on our floor. There is one here now. Come in and see it. Come and have a demonstration of this leader car.

Bring your family along, or your family and friends, and see how comfortably the Chandler seats seven.

Auto Tops, Seat Covers, Dust Hoods, Curtain Lights and All Top Repairing
WESTERN AUTO TOP CO.
Phone Douglas 3558. 20th and Harney Sts.



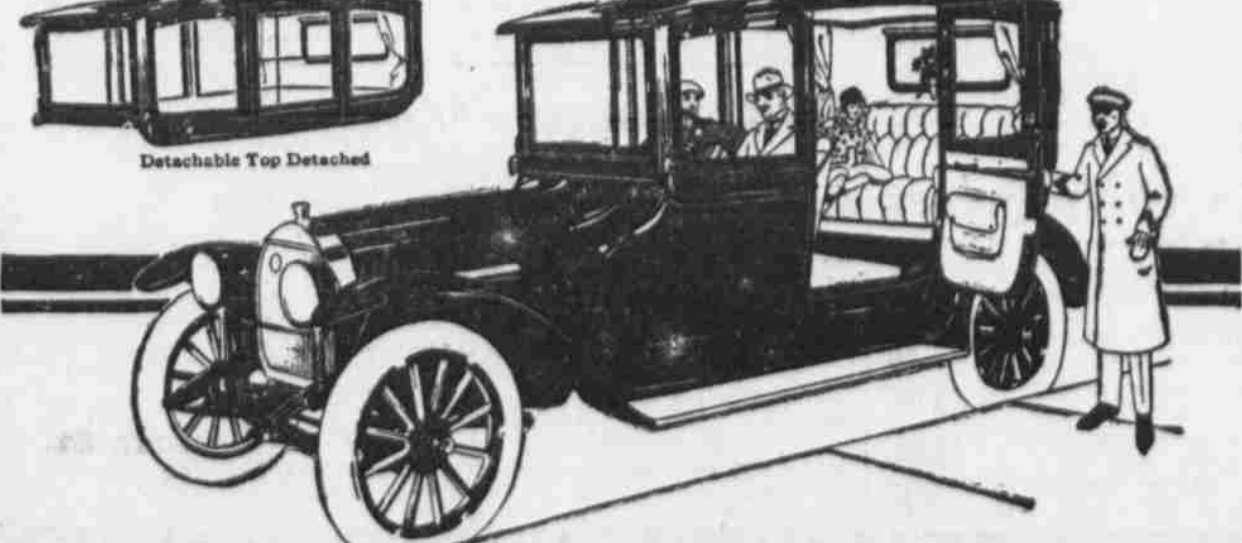
The ALL-YEAR Car Has No Rival

The All-Year KesselKar is the biggest idea in the history of automobile body design. As a touring car it is the most widely imitated model on the market—a carriage of beautiful, unbroken, yacht-like lines with two entrance doors and divided front seat—the smartest, most distinguished individual tonneau yet conceived.

KISSELKAR

As a closed coach there is not a single outward mark to indicate that it was not built solely for that purpose, while inside the perfect appointments and refinements of the most exclusive Sedan are all there. The change from touring car and vice versa is a mere matter of minutes. The KesselKar 42-Six is \$1650, the 36-Four \$1450, with \$350 additional for the Detachable Sedan Top. The same style and service cannot be duplicated for anywhere near the price.

NOYES AUTO CO., 2066-2068 Farnam Street, Omaha, Neb.



"The Six with the Marvelous Motor," Touring Car or Roadster, \$1295
R. E. DAVIS, Distributor for Neb., Western Ia. 2216-18 FARNAM STREET OMAHA
Progressive Dealers Will See Us at Once Regarding Territory. Phone Douglas 1909.
CHANDLER MOTOR CAR COMPANY, Manufacturers, CLEVELAND, OHIO