

AUTO MEN HAVE AN OUTING

Jackson Company Distributors Take to the Michigan Woods for a Few Days.

TWENTY-SIX IN THE PARTY

Tanned and weather-beaten from their week's sojourn in the northern peninsula of Michigan...

Since leaving the Jackson factory a week before, the dealers comprising the party had traveled close to 1,000 miles over every sort of road from concrete highway to corduroy tote trails...

Sales Manager Howard Matthews and his assistant, ex-Senator Frank Newton, share the credit for originating the plans for this year's convention...

Probably no stiffer test was ever put to the springs of a motor car than the shocks administered by traveling over the corduroy roads. The logs laid across the road furnished a continual hammering at the springs...

The dealers who accompanied the party were so enthusiastic over the performance of the new eight and four-cylinder cars that they talked of little else the day following their entry into camp...

Plan for Campaign. Wednesday morning, the second day in camp, the first business meeting was called to order by Sales Manager Howard Matthews...

Thursday was given up to further business sessions and fishing expeditions were carried out by various members of the party...

Iowa and Nebraska Roads Very Good. Ever since early spring the public has been residing that transcontinental tourists have found travel through the middle western states extremely difficult...

Those in the Studebaker car accompanying the expedition say that not once have they encountered roads impossible to get through...

PILOTLESS PAIGE STARTLES WITH NEW DEMONSTRATION. A six-cylinder, seven-passenger touring car without a soul aboard, but mainly ambled up one of the principal thoroughfares of New Haven, Conn...

The car that stirred New Haven was a Paige "Six-6" and it was turned loose in the city streets by a salesman of the New Haven Paige distributors...

The Paige proceeded thus for several blocks, passing automobiles and trolley cars running in the opposite direction...

Motorists' Gossip. "Speaking of good roads through Iowa and Nebraska," remarked Mrs. J. P. Packham, Boston, Mass., who stopped off in Omaha last week...

DEALERS AT SAXON FACTORY. Men from Near and from Far Drive to Their Home Towns in Their New Cars.

Recently the Saxon Motor company called its agents into the home office and plant at Detroit, Mich. There they were entertained in royal style...

TWO HUNDRED CARS PER DAY. Maxwell Company Finds that the Demand for Its New Cars is Something Enormous.

SALES ARE RECORD BREAKING. To renew the stocks of more than 2,000 merchants who two weeks ago had absolutely nothing to sell...

Motorists' Gossip

Heard at the Omaha Auto Club Rooms

"Speaking of good roads through Iowa and Nebraska," remarked Mrs. J. P. Packham, Boston, Mass., who stopped off in Omaha last week...

"We are simply jubilant over the splendid support the club is receiving from the motorists," said President J. E. George, when asked what growth had been made...

P. A. Wells, the club counsel, will motor to his summer home on the shores of beautiful Camp Wagon, Minnesota, the latter part of the coming week...

Eastern tourists passing through Omaha have heard rumors that Harry Thaw is motoring toward Omaha, but they could give no definite news where he was last seen...

Dallas, Tex., jitneys are no more. The new license fee stopped the nickel getting.

W. E. Taft of Crystal City, Tex., going through to Cleveland, O., has a faithful companion called "Watch," a massive Great Dane dog...

Studebaker Car Climbs Boston Hill. A 1915 six-cylinder Studebaker holds the record of climbing the steep incline of Boston's Corey hill, in high gear...

Lightness in Auto Wheel Rim a Thing Hailed with Delight. "The trend of automobile rim design is toward simplicity and lightness," says E. R. Hall of the Goodyear Tire and Rubber company's engineering department...

Chalmers Company Has Banner Year. "The Chalmers Motor company has just closed the biggest July in its sales history," is the statement made by C. A. Pfeiffer, vice president and assistant general manager of the Chalmers Motor company...

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Men from Near and from Far Drive to Their Home Towns in Their New Cars.

Recently the Saxon Motor company called its agents into the home office and plant at Detroit, Mich. There they were entertained in royal style...

When the Saxon agents got ready to leave for their respective homes, each man started out in a new car, driving the route, regardless of distance...

A rain that lasted most of the night and well into the forenoon did not dampen the ardor of the participating dealers...

Each dealer spent several painstaking hours tuning up his "mount," then, the job done to his entire satisfaction, he covered it up carefully and kept it veiled up to the time of starting...

Confidence was in the air. Every dealer felt sure of capturing the big honor and proving Saxon "Six" economy and reliability to the whole nation...

President Ford, together with a committee of Detroit newspaper men, acted as judges of the contest. Mr. Ford announced that other considerations in addition to economy would be noted...

At the Detroit meeting Omaha was represented by H. B. Noyes, who has the agency for the Saxon car.

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Maxwell Company Finds that the Demand for Its New Cars is Something Enormous.

SALES ARE RECORD BREAKING. To renew the stocks of more than 2,000 merchants who two weeks ago had absolutely nothing to sell...

When the new Maxwell was announced the company's dealers had been for several weeks entirely sold out of cars. Their salesrooms presented in the aggregate hundreds of acres of polished floor space, unoccupied by rolling stock of any sort...

But President Flanders' production staff stole a march on his sales and advertising aides by getting the Maxwell plants here and at Dayton and Newcast into full swing of work several days before the cars were formally announced...

Shipments were already on the way to the firm's largest dealers. Now the shining, handsome cars of the new model, with the heart-shaped radiator, one-man top, demountable rims and other improvements are on view at virtually all the trading centers...

The production men have not, however, been allowed to pat themselves on the back over their feat of new model building on this record-breaking basis...

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RALPH HITCHCOCK IS BACK HANDLING THE KNIGHT CAR

Ralph Hitchcock has again turned to Knight motors after a short absence of thirty days. He says:

"Since 1913 I have been learning all I can about Knight motors, as well as others, and I'm satisfied with my first view."

Hitchcock started with the Mallin Knight in the experimental station in 1913 and has, in addition to a mechanical training in Iowa schools, a very thorough, practical experience along the mechanical trail...

He will act as salesman for the McIntire Auto company that handles the Stearns Knight cars and claims that the old homestead feeling has left him since he has placed his feet on the floor over the Stearns Knight motor...

Rent rooms quick with a Bee Want Ad.

REGAL CAR MAKES BIG GAIN IN SALES. "Our business has increased this season far beyond my expectations," said F. J. Pierce, general sales manager of the Royal Motor Car company...

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FARMERS

DON'T fail to see the new method of plowing demonstration of the new Allis-Chalmers soil tilling machine and farm tractor which will be given at Fremont, Nebraska. The Rotary tiller has been active in different European countries for the last three years with best results. Entirely new to the American Farmer.

Come and get full particulars Allis-Chalmers Manufacturing Co. MILWAUKEE, WIS.

SAXON "SIX"



The first "Six" under \$1,000

The Saxon "Six" is the car that brought "sixes" out of the high-priced class. Today, when you read "announcements" of other cars at or near the Saxon price, remember that Saxon brought out its new "Six" three months ago.

In this car the Saxon Company scored a double "beat" on the entire motor car industry. For not only was this the FIRST "SIX" under \$1,000; it was the FIRST of the new season's cars to be placed in owners' hands.

Saxon "Six" is the fastest selling "Six" on the market. It is a tried and proved car. It is also a new and up-to-date car. It is as much ahead of others in design and construction as it was ahead in getting on the market.

Consider the features of this car: powerful six-cylinder, high speed motor of Saxon design and Continental manufacture; Timken rear axle; Gray & Davis electric starting and lighting system; Atwater Kent ignition; honeycomb radiator; Cantilever springs; dry plate clutch; 112-inch wheelbase; 32x3 1/2" tires; genuine streamline body, beautifully finished and upholstered—and in all vital parts materials of the same specifications as cars selling at \$2,000 or more.

Saxon Motor Company, Detroit. Secure this valuable agency for your territory at once. Telephone today. Douglas 3648. Noyes-Killy Motor Co. Distributors 2066-68 Farnam St., Omaha, Nebraska.

Advertisement for ARB Quality tires. Do You Remember what that little trade mark stands for? It stands for experience, service and work with a guarantee behind it. It will pay you to remember that. REAM BROTHERS GARAGE & REPAIR STATION, 238 N. FIFTEENTH ST., Phone Douglas 1401.

Advertisement for Stearns-Knight. The Ultimate Car—New, Light Four—\$1395 F. O. B. Factory. McINTYRE AUTO CO., Douglas 2406, 2427 Farnam Street. Agents Proposition Great Asset.