Demand for Its New Cars is

Something Enormous.

### AUTO MEN HAVE AN OUTING Motorists' Gossip Heard at the Omaha Jackson Company Distributers Take to the Michigan Woods for a

Few Days.

## TWENTY-SIX IN THE PARTY and Nebraska," remarked Mrs. J. P.

Michigan investors a distributers and officials of the Jackson Automobile company rolled into Jackson last week after | we have had, I consider this good going." a most successful convention in the north

Since leaving the Jackson factory a the last two weeks to police officers for week before, the dealers comprising the the arrest and convision of persons party had traveled close to 1,000 miles throwing glass on the public streets. "A over every sort of road from concrets few years ago," remarked Mr. Wells, highway to corduroy tote trails; had wit- "before the club took up this important nessed the performance of the new eight feature of safeguarding punctures to moand four-cylinder models, just announced torists, it was not uncommon to see our by the Jackson company, under the most streets littered with broken glass, even trying conditions; fished the trout on the downtown streets." streams and lakes of upper Michigan and, in short, had made the most of an ex-collently arranged program in which busi-the motorists," said President J. E.

ness and pleasure had equal parts. Sales Manager Howard Matthews and been made. "The applications are literhis assistant, ex-Senator Frank Newton, ally coming in swarma." share the credit for originating the plans for this year's convention. Both are tor to his summer home on the shores members of Camp Newton, a spacious of beautiful Crow Wing lake, Minnesota, and well equipped hunting club, located the latter part of the coming week. in the heart of Michigan's north woods. The camp is sixty-eight miles from the take city of Manistique and is reached by mere logging trails and tote roads.

First Car in the Woods.

When Howard Matthews at the wheel of Model 68, the new Jackson eightcylinder car, drove up to the front enting. trance of the camp it was the first time a motor car had ever been seen in that vicinity. Closely following Mr. Matthews jui companion called "Watch," a mas- proving Saxon "Six" economy and relicame five of the new high duty fourcylinder Jacksons, which have been termed the Model 848.

shocks administered by traveling over the cramped he hops out and chases a rab- nounced that other considerations in adcorduroy roads. The logs laid across the bit and hikes on ahead. He takes quite dition to economy would be noted, and corduroy roads. The logs laid across the a rew detours that I can't possibly fol- he ungod every contestant to make a at the springs. At no time were the famous full elliptic springs on Jackson cars more self-evident than in their ability to take up the shock without damage to themselves or discomfort to the pas- Studebaker Car

sengers 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 heavy sand and on long grades was remarkable. On several smooth stretches of road as high as fifty miles an hour was attained by these cars and the total lack of vibration was surprising. The eight-cylinder model, of course, more than fulfilled the many predictions made for it, both as to power and speed.

#### Plan for Campaign.

Wednesday morning, the second day in camp, the first business meeting was called to order by Sales Manager Howard Matthews. Plans for the sales campaign of the coming year were discussed. and the big distributers from the metropolitan centers showed keen interest in the two new eights and the new fourcylinder models which Jackson will shortly announce. In addition to the sales talks, technical information on the new models was furnished by Chief Engineer Gunn of the Northway Motor com-

Dany. Thursday was given up to further business sessions and fishing expeditions were carried out by various members of the party. Not the least interesting deAuto Club Rooms

Packham, Boston, Mass., who stopped

off in Omaha last week, "we made the week's sojourn in the northern peninsula trip from Chloage to Denver in just five the mlienge, 1,884, and the freak weather P. A. Wells, the club counsel, reports that the club has paid six \$5 rewards in

"We are simply jubilant over the splen-

George, when asked what growth had

P. A. Wells, the club counsel, will mo-Eastern tourists passing through Omaha have heard rumors that Harry Thaw is motoring toward Omaha, but

they could give no definite news where no was last seen. Dallas, Tex., jitneys are no more. The job done to his entire satisfaction, he

W. E. Taft of Crystal City, Tex., going through to Cleveland, O., has a faith-

give Great Dane, who, while he hasn't ability to the whole nation. learned to drive the car, can keep anyone

but his master from driving it. "Watch low. No, I'm no relation to the former my name is Bill."

# Climbs Boston Hill

A 1916 six-cylinder Studebaker holds day following their entry into camp. The the record of climbing the steep incline pulling ability of the small model 34 with of Boston's Corey hill, in high gear. the high duty four-cylinder motor in Just to show that it was not merely a one time, or lucky feat, the car was made to repeat the test, performing with the same case as marked the first ascent. This was but one of a series of , difficult performances shown by the car in one afternoon, without its having undergone any preparatory adjust- R. Hall of the Goodyear Tire and Rubber ment.

The insistent demand on the part of sidered to conclusively show. Not only in hill climbing, but in negotiating rough Studebakers realized the ideals of the designer, and the successful demonstrations are pronounced by witnesses as

### FIRESTONE EMPLOYES Employes of the Firestone Tire and

Men from Near and from Far Drive Maxwell Company Finds that the to Their Home Towns in Their New Cars.

DETROIT MAYOR THE STARTER SALES ARE RECORD BREAKING

Recently the Saxon Motor company called its agents into the home office and plant at Detroit, Mich. There they were entertained in royal style, being banqueted and given trips about the city. Conferences were held and for several days there was a regular convention, at uty production of the new 1916 cars form which shop talk and the handling of business was discussed.

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. In starting, the official word was given by Mayor Marx of Detroit and away they went, with 105 dealers and agents driving 105 new Saxon Sixes.

A rain that lasted most of the night and well into the forenoon did not dampen the ardor of the participating dealers. Each man knew his car and had confidence in it. Not a one feared the prospect of driving over heavy roads. All day long from early morning to late in the afternoon the streets resembled a

lot of racing camps before a big speedway event. Tuning Up Mounts.

Each dealer spent several painstaking hours tuning up his "mount;" then, the new license fee stopped the nickel get- 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

President Ford, together with a committee of Detroit newspaper men, acted to the springs of a motor car than the likes the trip fine. When he gets as judges of the contest. Mr. Ford anpresident, and never even saw him, but oil consumption, mileage, road conditions, weather and average speed maintained.

Mr. Ford requested telegrams immediately upon arrival and a detailed written ieport following. At the Detroit meeting Omaha was represented by H. B. Noyes, who here

has the agency for the Saxon car.

Lightness in Auto Wheel Rim a Thing Hailed with Delight

"The trend of automobile rim design is toward simplicity and lightness," says E.

company's engineering department. "This development toward lightness will automobile buyers for increased power, be halled with delight by many automocoming with the more extended use of blis manufacturers, tending as it does, to automobiles for touring purposes, has reduce car weight and tire expense. The been met by Studebaker in the new mod- rims now being placed before the dealers els, as the Boston and reports of other for this year's selling harmonize with the tests made over the country can be con- principles sought by many car makers. "It is the consensus of opinion among dealers and manufacturers that the and rain soaked roads, have the new transition from the cumbersome, Chinesepuzzle rim with its many complicated parts, to the simplified type, will soon be effected. Our quick detachable rim shows this trend to a higher degree than speaking volumes for the car's ability. any so far displayed. The side ring and

the locking flange are combined and can be snapped off the wheel in an instant-and off slips the tire. After the ENJOY ANNUAL OUTING stant-and out side flange snaps into place without effort. Following as it does a period of economy tests to del

To renew the stocks of more than 2,000 merchants who two weeks ago had absolutely nothing to sell, and to do it in the shortest possible time, is the task with which the Maxwell Motor company is now engaged. Its efforts in large-quanone of the most interesting phases of the

motor industry. 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. The dealers knew the new cars were coming and had been booking orders for them, but the sales were made on the basis of Maxwell reputation alone.

They had nothing to show or to demonstrate. "If we had a picture it would help." one big doaler wired the factory. "But we can't make a picture climb Main

street hill on high gear.' But President Flanders' production staff stole a march on his sales and advertising aides by getting the Maxwell plants here and at Dayton and Newcasthe into full swing of work several days before the cars were formally announced. The date of the announcement found the plants producing more than 200 cars a day. 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 radiators, one-man top, demountable rims and other improvements are on view at virtually all the trading centers, though in numhers necessarily limited on account of

the wide scope of distribution. 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. Appearance of the new cars has stimulated, rather than allayed, the salesmen's domands.

RIDES ARE THE POPULAR

PLEASURES AT KRUG PARK Exhilarating and exciting are terms for the many forms of locomotion at Krug park. The "rides" continue to set on the tallest pedestal of the popularity column, and continue to furnish much pleasure to those who desire to induige in this form of recreation.

Dancing and picnicking have proven to be the popular entertainments of the summer. The free moving pictures that are shown out of doors, have a large following, and that the interesting plays are appreciated is shown by the enthus-

iasm of the spectators. A five-minute car service has been installed on the park line. Cars transfer to any part of the city, which avoids any inconvenience or delay on the trip.

thirty days. He says:

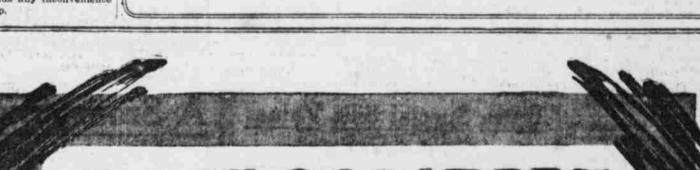
never dreamed it would cause the stir in Hitchcock started with the Moline Bent rooms quick with a Bee Want Ad. the motor world that it has

# 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

9-A

**BIG GAIN IN SALES** 

"Our business non increased this seasor

Regal Motor Car company, to a gather-

general sales manager of the

far beyond my expectations," said F.

Pierce

"Since 1910 I have been learning all 1 claims that the old homesick feeling has ing of dealers at the factory. "I knew can about Knight motors, as well as left him since he has placed his feet on our Light Four model at \$50, with its others, and I'm satisfied with my first the floor over the Stearns Knight motor. fine equipment, would be a winner, but

DEALERS AT SAXON FACTORY TWO HUNDRED GARS PER DAY RALPH HITCHCOCK IS BACK Knight in the experimental station in REGAL CAR MAKES 939 and has, in addition to a mechanical HANDLING THE KNIGHT CAR training in lows schools, a very thorough, practical experience along the Ralph Hitchcock has again turned to mechanical trail. He will act as sales-Knight motors after a short absence of man for the McIntire Auto company that handle the Stearns Knight cars and

relopment of the day was the placing of Rubber company and their families, to tire expense, this simplified type come orders for hundreds of Jackson cars by the dealers in attendance.

Starting for home Friday, the party followed a somewhat different route, passing through Cadillac, Lake View, Belding. Ionia and Lansing, arriving at evening. Two of the big thrills of the Jackson on schedule time.

### Iowa and Nebraska Roads Very Good

Ever since early spring the public has been reading that transcontinental tourists have found travel through the cult in the matter of roads. Such statein the moving picture party now filming he great cross-country route.

Those in the Studebaker car accompanying the expedition say that not once have they encountered roads impossible to get through. Even at Marshalltown, In., stories of stalled cars' were heard. but on going forward these reports were not verified. At Omaha stories of dozens of machines mired along the road were heard, yet no difficulty at all was encountered and not a single car was seen stuck. Hearing similar reports of cars which could not get through, some motorists have become alarmed and shipped their cars by rall, and probably told other people that the roads are impassible. Perhaps shortly after rain, parties might find the roads slippery and soft, but in from three to six hours after a storm the roads are normal again, due to the quick-drying qualities of the soil throughout the middlewest.

PILOTLESS PAIGE STARTLES WITH NEW DEMONSTRATION

A six-cylinder, seven-passenger touring car without a soul aboard, but calmiy ambling up one of the principal thor-oughtares of New Haven. Conn., threw the inhabitants of the celebrated home of Yale university into a state of considerable excitement a few weeks ago. Before the mystery had been solved trolley car conductors, pedestrians, automobile drivers and even the chief of police volunteered for a role in the little drama. only to discover that no assistance was CESSARY.

The car that stirred New Haven was a Paige "Six-46" and it was turned loose in the city streets by a salesman of the New Haven Paige distributers. The Paige was started on Whitney avenue in high and throitled down and then left to its own devices. It rolled along at about two miles an hour with the sales-man in charge walking along the sidewalk to keep ambitious and over-excited people from running to an ill-advised res-

The Paige proceeded thus for several blocks, passing automobiles and trolley oars running in the opposite direction. While the "phantom car" shattered the nerves of a few the demonstration was certainly complete and entirely successful. There is no longer any question in the minds of the New Haven citizens that the Paige is flexible and will throtthe down to a walk on high. Even the shist of police admits it.

the number of 15,000, enjoyed their an- at a most opportune time. This rim nual outing at beautiful Silver Lake design also gives to rim sales that air park, near Akron, on Saturday.

There was never a dull moment from early in the morning until late in the ay were produced by Barney Oldfield Chalmers Company racing in his 100-horse power Fiat Cyclone, and De Lloyd Thompson, the aerialist, who exhibited his hair-raising feats of "locoping the loop" and flying upside down. Oldfield is a long-time

friend of the company-driving all his races on Firestones. On Sunday, August I, at the Randall, O., track, he made a new world's record-driving a mile in middle western states extremely diff. 0:46%. The best previous record on dirt circular track was 0:46%-held by Oldfield. ments are flatly contradicted by the men A base ball game in the morning between the factory and general office departments resulted in a scrappy contest for the coveted prize of \$50 to the winning

team.

Those Three-Year Contracts.

Seaton, the Tip Tops' star pitcher, who ontinues to be the softest kind of a In spite of our efforts we have fallen mark, still draws that \$9,500 salary.

of newness that is so essential to a successful selling season.

Has Banner Year

"The Chalmers Motor company has just closed the biggest July in its sales history," is the statement made by C. A. Pfeffer, vice president and assistant general manager of the Chalmers Motor company. "The books for July show an increase of nearly 300 per cent over July, 1914.

"Chaimers production is going forward on a greatly increased basis with the 1916 cars," added Mr. Pfeffer, "but even with our increased building facilities, our enlarged factory force and our machinery running night and day, we have been unable to keep pace with our orders. behind in our deliveries."

Do You Remember what that little trade mark stands for? It stands for experience, service and work with a guarantee behind it.

Skanns - Knight

The Ultimate Car-New, Light Four-\$1395 F. O. B. Factory

McINTYRE AUTO CO.

Agents Proposition Great Asset

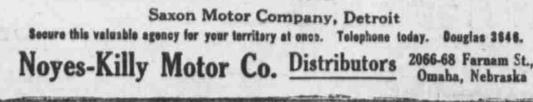
2427 Farnam Street

It will pay you to remember that.

Douglas 2406

Consider the features of this car; powerful six-cylinder, high speed motor of Sazon design and Conti-nental manufacture; Timken rear axle; Gray & Davis electric starting and

lighting system; Atwater Kent ignition; honeycomb radiator; Cantilever springs; dry plate clutch; 112-inch wheelbase; 32x335" 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. When you can get so much in a Saxon "Six" don't be satisfied with less. Come and see why this great car is selling so rapidly.



# 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.

Samon "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 shead in getting on the market.

\$785