

# Chalmers Six-40

\$1350 Seven Passenger



## The Champion 1916 Hill Climber

On the hills and country roads where the going is hard, this \$1350 seven-passenger touring car will do all for you that it did for A. E. Walden when he established a new record at the recent Uniontown Hill Climb driving a Chalmers Six-40 in eight seconds better than any previous record.

### Great Proved Type of Motor

THE wonderful valve-in-head overhead camshaft type of motor which swept everything before it in this year's great endurance contests is responsible for the astonishing performance of the Chalmers Six-40.

While this car is not a racing car, yet within the limits of touring car service its valve-in-head overhead camshaft motor will do all for you that it did for DePalma and Resta when they won the Indianapolis and Chicago speedway races at the previously undreamed-of averages of 90, 98 and 102 miles per hour for 300 and 500 miles.

### Luxury and Comfort

And it will do it for you in luxury and comfort. The Six-40 upholstery is ideal—full leather, deep and luxurious. The doors are wide and the body is roomy, and the deep, soft side-walls and back relieve all strain and fatigue even in "day-after-day" touring. You ride in this car—not on it. The extra seats fold out of sight and out of the way when not in use.

The springs are of special vanadium steel construction and are 57 inches long—the longest and most comfortable on any car in the world at the price.

And you will find that the sweeping, resilient action of these wonderful springs will save you many tire bills.

### Manufactured in Chalmers Shops

Chalmers manufactures Chalmers cars. They are not "assembled." Quality is built into them.

A huge "home" production and the installation of gigantic labor-saving, quality-producing machines, costing as high as \$90,000 apiece, have made possible the wonderful price of \$1350 for this great car.

Let us give you a ride in this car to-day.

**New Service to Owners**  
Every Chalmers dealer gives to every buyer of a Chalmers car a Service Coupon Book, each coupon being redeemable for a definite amount of inspection service at any Chalmers dealer's anywhere.

**Chalmers Club and Clubman**  
Every Chalmers owner is entitled to a membership card in the Chalmers Club commencing him to the courtesy of Chalmers representatives everywhere, and to receive "The Chalmers Clubman" regularly with no charge.

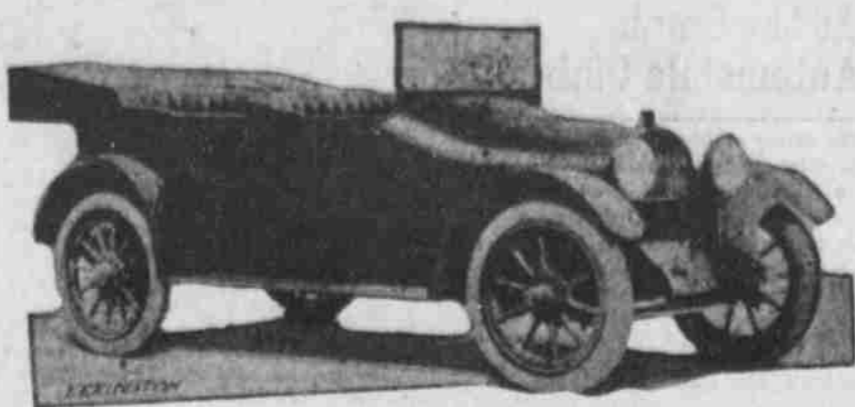
We are closing our territory now, and want good live agents. Write us for particulars.

**Stewart-Toozler Motor Co.**

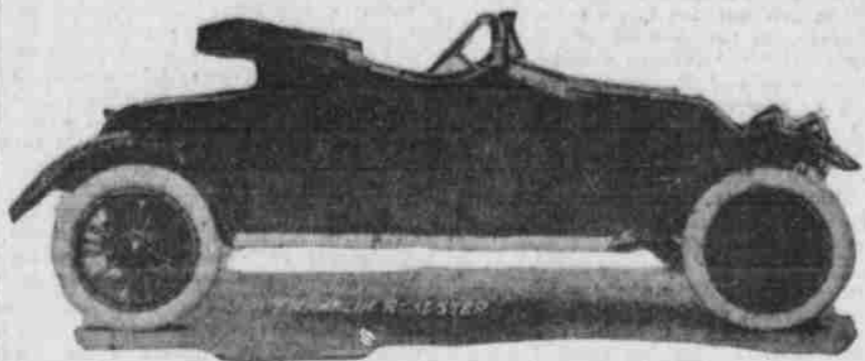
2048-52 Farnam St. Phone Doug. 138.

"Let your next car be a Chalmers!"

## Lexington Built on Splendid Lines



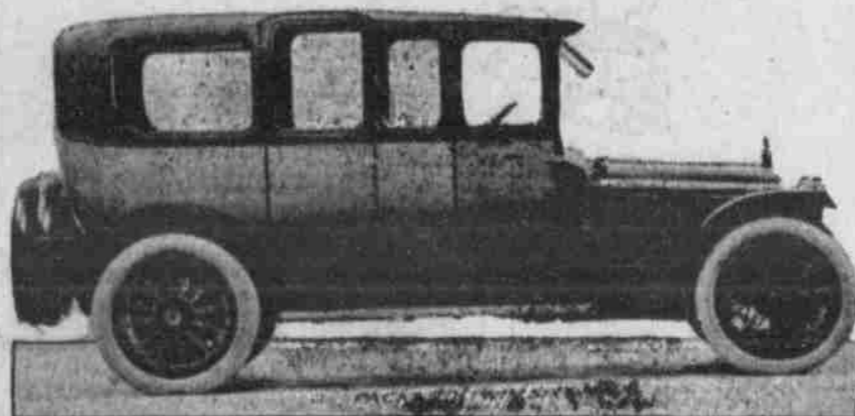
Franklin Handy Car to Have



Drummond Six is Some Car



Enclosed Body on Packard Twin Six



## Doings Along the Automobile Row

(Continued from Page Two.)

The economy of the 1916 model "N" Hupmobile in the use of oil and gasoline is demonstrated by a tour by W. J. Barnes, Jr., of Rockford, Ill. Mr. Barnes, accompanied by his wife, in a model "N" Hupmobile, left the factory at Detroit for his home in Rockford, via Kalamazoo, South Bend, Chicago and Elgin. He used exactly twenty gallons of gasoline and two quarts of lubricating oil. He made a total distance of 487 miles, making an average of 24.35 miles per gallon of gasoline and 87 miles per gallon of oil.

H. M. Scott of the Scott Auto company, Norfolk, Neb., had a most successful exhibit at the fair held in Norfolk last week. His display of Lee Puncture-Proof Pneumatic tires attracted wide attention. He was assisted by F. L. Scott of the Powell Supply company.

A strong advance in the price of alcohol is noted in trade reports just sent out by S. R. Burr, sales manager of the Powell Supply company. His company has already booked orders for several carloads and he predicts that inside of another month prices will be considerably higher per gallon than at present.

Eight carloads of Oldsmobiles left the factory last week, according to advice received by the Oldsmobile Sales company. These cars will arrive in Omaha time to make deliveries to purchasers during the Ak-Sar-Ben carnival.

The U-Auto Varnish company has just established a plant in Omaha. W. A. Reynolds is in charge of the work and will do all manner of varnishing work. This work has proven very successful in other cities.

H. H. Replogle, local manager of the Akron-Marathon Rubber company, is just closing the books for the first fiscal year, and the showing made is far above expectations. The Akron-Marathon Rubber company is so well pleased that they are now making plans for enlargements in Omaha office. "The factory has just moved into two new additions at Akron," said Replogle. "Looks as if we were growing at all points."

The show rooms of Fred C. Huffman Motor Car company, distributors of the Marston Light Six, show they have fortified themselves for the Ak-Sar-Ben big week. Mr. Huffman claims he is in the midst of the season's biggest week, as nearly a hundred out-of-town people have written him they would come this week.

The continued damp weather has put the roads in very bad condition in many sections of the country, but notwithstanding that fact, Mr. J. J. Orz, Stupmobile dealer at Mullen, drove out a string of five Hupmobiles, leaving Omaha early Thursday morning.

Mr. Orr of the Orr Motor Sales company announces that the new Packard twin-six demonstrator will reach here today by express.

Relief from Acute Rheumatism. John H. Grunz, Winchester, N. H., writes: "I suffer from acute rheumatism and Sloan's Liniment always helps quickly." See All Druggists.—Advertisement.

## Overhead Valve Draws the Crowd

The Stewart-Toozler Motor company has on display in its salesroom a motor of the Chalmers Six-40 overhead valve, with the cam shaft on top. This motor is somewhat unique in design, but is built after the type of the racing cars which are capable of covering up to 110 miles per hour.

This motor eliminates a great number of parts from the old motor, beside giving more power and quietness. This motor, as well as the rest of the car, is manufactured in Chalmers shops, which is the only manufacturer building cars that is equipped to build a valve in the head motor, with cam shaft on top.

This motor will be on display for the next two weeks at the Stewart-Toozler Motor company's salesroom, 2048-52 Farnam street. It is attracting a vast amount of attention among the automobile enthusiasts, owing to the fact that the fastest cars that have been driven are of the same construction, with the overhead cam shaft, as the Chalmers.

**Practical Poet.**  
"What is your favorite poem?" asked the literary young woman.  
"The 'Boy Stood on the Burning Deck,'" answered the commonplace young man. "I used to recite it every time father and mother had company."  
"And did you recite it with effect?"  
"Father thought the effect was pretty good. He said he honestly believed it kept us from having so much company."  
—Washington Star.



## When You Enter An Auto

with seats equipped with our covers you are delighted with its spick and span cleanliness. Being waterproof they are washable and can be kept in perfect condition. No danger to the dainty gown of the fair guest. No damage to seats, no matter how fierce the shower. Want a set!

**Western Auto Top Co.**  
Phone Doug. 3558.  
20th and Harney Streets.  
We do repairing.

Just Long Life and Mileage

# Marathon Tires

Sold With a Definite Guarantee of Service

**Akron-Marathon Rubber Co.**  
2522 Farnam St. Douglas 2366

1916 WEIGHT 2600 lbs.

# Marion

## SIX

\$1185 F. O. B. FACTORY

**Delivery Now! Why Wait?**

Agents! You can't afford to overlook our proposition. We give you the best chance to make money you ever had.

With its great roomy body, finished with all the detail and beauty of the "MARION" of the past, upholstered in genuine pebble grain leather; six-cylinder Rutenber Motor, Westinghouse electrical equipment, Brown-Lipe helical bevel differential, underslung rear springs, and 120-inch wheel base—

**The Best of All "1916 Sixes"**

Your car is now ready for you to drive away today.

**Fred C. Huffman Motor Co.**  
2206-8 Farnam Street Omaha, Nebraska

TO DEALERS: Some very valuable territory is available. Our sales contract is an asset.

---While you are in Omaha next week at Ak-Sar-Ben, make a special trip to my salesroom and let me show you the most efficient car in the world---

*Wilson*

**Forty Horse Power, Completely Equipped, \$885**

This is a history-making year with Studebaker—in power, size and quality of their cars. In power and flexibility the four as shown above equals most sixes now on the market. It is adapted to Nebraska and this section especially.

The ONLY 7-passenger, 4-cylinder car that has ever been offered in America or Europe for less than \$1,000.

Price has been reduced from \$985 to \$885.

But the wheelbase has been INCREASED from 108 to 112 inches.

The capacity has been INCREASED from 5-passenger to 7-passenger.

The motor has been INCREASED from 3 1/2 x 5 inches to 3 3/4 x 5 inches.

The tires have been INCREASED from 32x4 to 34x4 Goodrich.

The cooling system and radiator have been INCREASED in size.

The seats have been INCREASED in width.

The upholstery is the FINEST obtainable grade of genuine hand buffed, semi-glassed leather. Whenever a change was made in the quality of materials BETTER materials were used.

Comparison of this car with other well-known manufactures will establish clearly that it out-classes in every essential respect all competitors. We are selling these cars rapidly in Nebraska and can supply you now, but do not wait or you may have to wait.

**E. R. Wilson Automobile Co.**  
STUDEBAKER BUILDING  
Omaha, Nebr.

# BE LOYAL TO AK-SAR-BEN

Put Red and Green Lights on Your Automobile

When you have trouble with your Starting or Lighting Systems or Magnetos, come and see us.

Repairing and Rebuilding (Our Specialty)

Ford Electric Starter \$65 and Lighting Outfits \$65

**Master Sales Co. Inc.**  
2418-2420 FARNAM STREET

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# BE A SWAPPER

Make swaps for profit. Look into the "Swappers' Column"