

READS CATALOGUE AS CANNON ROAR

Former Star Maxwell Salesman Takes Literature Into Front Line Trench in Big War.

BUT HE HOPES TO COME BACK

DETROIT, Nov. 20.—From star automobile salesman and contract expert to private soldier, doing his humble part in the trenches is the rapid transition through which C. M. Eastlake, formerly of the Maxwell company, has passed in the last few months.

Eastlake is a Canadian by birth. When was declared he patriotically resigned his fine position and enlisted. For some time he has been at the front. Occasionally he manages to get a letter through to some of his former associates in the motor industry.

With a personal answer to one of these letters, C. E. Stebbins, Eastlake's former commanding officer, sent, at the soldier's request, a 1914 Maxwell catalogue.

According to Eastlake's reply, the catalogue reached him in the first line trenches. "And, believe me, it sure looked good," he comments.

What a Difference a Year Makes. "It seems funny to sit here," he adds, "with your letter and the catalogue in front of me, and the rifle fire, and the roar of the big guns, and realize the difference from a year ago, and then try to picture where I will be a year from now."

"I never knew there could be so many of one thing as we have here, and that is sandbags. As far as I can see, we are absolutely short of nothing. We have millions of men and money, munitions in plenty, and the artillery is certainly wonderful.

"The Belgian people treat us fine. We have lots of money and are not afraid to spend it. The army grub is fine and they feed you all you can eat. The one thing I envy you chaps is a bathroom. We can build a fire and heat water for a shave any time, but Oh ye Gods for a regular bath in a tiled bathroom and not in a hole in the ground!

"Of course, we don't know a thing about what the big gun are doing and we are only a very small part of the line, but a chap can draw his own conclusions and I can assure you we have it on them cold. You'll hear all about it one of these days when we start across Belgium.

"It's good news to hear how busy the factory is, and how finely the new car is delivering the goods. It looks like a wonderful car to sell. I only hope I get out of this mess with enough of me in one piece to get a place back on your force."

Eastlake's letter bears the date of October 8 since which there have been two major actions along the front occupied by the Canadians. No news has been received from him by his Maxwell friends since that date.

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Heard At the Omaha Automobile Club

Omaha got a "look in," at least, at North and South highway, by the routing touching Kansas City. After all, a more name is not going to make any highway "the main road." The Omaha-Kansas City route, in average weather conditions, is as good, if not a great deal better, than the Missouri-Iowa section of the Interstate trail (part of the Jefferson) from Kansas City to Des Moines. From Kansas City to Winnipeg, Canada, via Omaha, Sioux City, Sioux Falls, Orionville and Fargo, is 300 miles shorter than the proposed "meridian" route of the Jefferson highway. Omaha's chance at this overland north and south traffic depends on the co-operation along the line in placing the Omaha-Kansas City trail in the best possible condition.

Another big factor which is going to put this traffic via Omaha is the splendid Yellowstone trail to Yellowstone park, which the tourist strikes at Millbank and Orionville, Minn. Travel to Yellowstone park, government officials declare, is going to be tremendous next year, and the "meridian" route via Omaha from Kansas City is the shortest and best in getting onto this trail. The Yellowstone is well marked and is being put in good condition.

Washington County Roads. Douglas county roads will have to bow to the Washington county highways as being superior. One most of the roads up there the motorist experiences the pleasure of riding in the center of the road. On most of our roads the center is either too high or it is piled up with soft dirt left by the drag or scraper. "You don't know how to make roads out here," remarked an eastern tourist.

Lincoln's Convict-Made Road. The new concrete convict-made road down near Lincoln should be the beginning of more permanent road building by state prisoners.

Costs \$10 to Hold Road. It cost N. W. Ingraham of West Liberty, Ia., just \$10 to "hog" the road from his fellow motorists. R. N. Carson and early drove up behind Ingraham and signalled that they wished to pass, but Ingraham continued to hold the steady. He was arrested for violating the state statute regulating the giving of one-half of the public highway to a passing vehicle.

Loading the Sign Car. Motorists of Omaha who follow the club direction signs within a radius of thirty miles little realize the great pains the sign car driver goes to in order to mark the road properly. The club car carries a carpenter outfit, a post-hole digger, cans of paint, an axe, a spade and a supply of 200 signs. Last week Mr. Schafer, the driver, in order to place a bunch of signs on the proper corner built up a farmer's corner fence, placed a new post in the ground and made the spot look 100 per cent better.

Model Traffic Ordinance. The National Safety First federation has drafted a model street traffic ordinance which has received much favorable comment. The near-side stop is one of the important sections in the ordinance. T. F. Stroud, one of the directors of the club, expects to leave soon for California, where he will spend a few months, mostly in the southern part.

Arroyo Fall Gouge. The first dose of Dr. King's New Discovery helps your cough, soothes throat. Get a bottle today. 5c. All druggists. —Advertisement.

Tells Why Allen Builds Own Motor

"The motor is by far the most important part to consider by the prospective purchaser of an automobile," said W. O. Allen, in a letter to Carl Changstrom, Allen dealer of the Standard Motor Car company, Omaha. Mr. Allen went on to say, "As the heart is credited with being the center of vital life to the human body, so the motor is the mechanical force that vitalizes the whole automobile. The motor is the foundation unit in the construction of Allen motor cars."

"Great care has been exercised in maintaining a power plant in our cars that would respond to every desire of the purchaser. Manufacturing our own

motors as we do, the owner of one of our cars is assured plenty of power and a smooth, quiet running motor that is only found in the highest grade automobiles."

COLD WEATHER BRINGS BIG DEMAND FOR NEW SEDAN

Word comes from the Thomas B. Jeffery company, Kenosha, Wis., that cold weather has completely snowed under their body building department. Orders for the new Jeffery Sedan have stormed the factory without a letup since the first real chill of fall crept into the air.

In fact, the demand continues so heavy that it is now certain there will not be enough Sedans to go around. Those dealers who put in large orders early in the season are patting themselves on the back, and the company is recommending

that all buyers who want their cars promptly will have to order early. Those who have seen the Sedan remark on its beauty of line and finish. Many say it is the first real custom-made enclosed coach to sell at such a moderate price. No one would ever suspect that the top is removable—yet it is, and everyone who buys the car will have the comfort and luxury of a closed car this winter without having to buy a touring car when summer comes.

JAPANESE BARON TO CHANGE TRAINS HERE FOR CAPITAL

Baron Shibusawa of Japan, accompanied by nine servants will arrive in Omaha over the Union Pacific at 8:15 o'clock Sunday evening, enroute to Washington. The baron is traveling in a private car and from here he will go east over the Burlington.

Mark the advent of the new— "Black-Tread" Goodrich Tire



A DEPENDABLE Fabric Tire, with the fine BLACK-Tread style of the aristocratic "Silvertown" Cord Tire. We can't supply "Silvertowns" fast enough to meet the demand for them (until three times as much of the special Machinery required for sufficient volume can be completed).

So, we do the next-best thing,—viz: supply the "Silvertown Cord" appearance, in its native and long-established color and design, on the standard Goodrich Fabric Tire, at the usual low "Fair-List" prices.

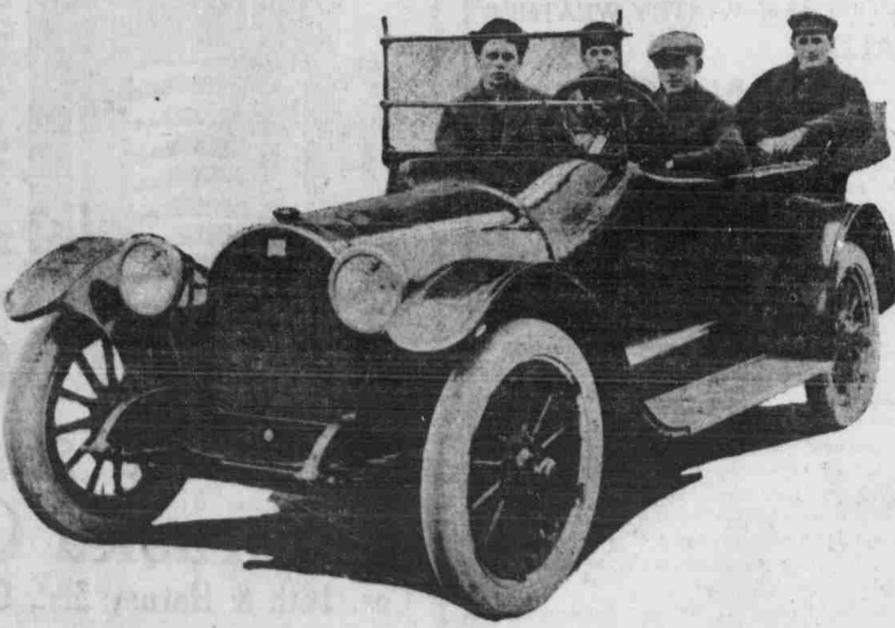
All the Mileage and Dependability that is "Goodrich," in a handsome new dress.

Observe that in this, as in practically all other real advances in Tire-building and Rubber-manufacturing, the pioneer work is done by—The B. F. Goodrich Co. of Akron, O.

30 x 3	—	\$9.45
30 x 3½	—	\$12.20
32 x 3½	—	\$14.00
33 x 4	Safety—	\$20.00
34 x 4	Tread	\$20.35
36 x 4½	Prices	\$28.70
37 x 5	—	\$33.90
38 x 5½	—	\$46.00

GOODRICH FAIR-LIST TIRES

Buick Breaks Another Record



Lee Burroughs Breaks Automobile Record Between Lincoln and Omaha With a Buick Light "Six"

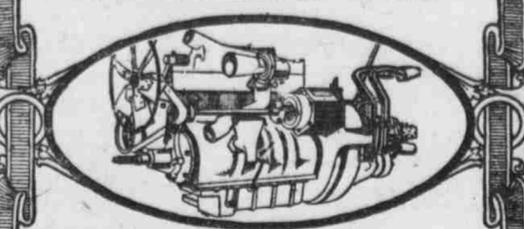
All automobile records from Lincoln to Omaha were shattered Tuesday morning when Charles C. Dawley piloted a six-cylinder, forty-five-horse power Buick from the capital city to the metropolis in one hour, thirty-five minutes and thirty-seven seconds. The previous record was one hour and forty-nine minutes, made by a Cadillac eight.

Sides clocked the car as it departed from Lincoln, and Gale Beckwith and Lee Huff caught the time of its arrival in Omaha. Buick Record Causes Trouble at Waverly. It developed that the officers at Waverly wanted Lee Burroughs and the occupants of his car, which was driven from Lincoln to Omaha in 1:35:37, breaking all existing records.

When the men reported to the officers at Waverly, H. E. Sidles and C. H. Shore of the Nebraska Buick Auto company of Lincoln accompanied them to intercede in their behalf and to admit that the boys had certainly violated the speed ordinance. They thought, however, in view of the sport connected with the run and the interest which the general public had taken in it, that they were justified to a certain extent.

stock buyers and meat market; F. E. Beechell, lawyer; L. R. Curtis, barber; L. A. Price, capitalist; William F. Gable, hardware; Dr. A. L. Emery. "It took just fifteen minutes to get this amount and there was more money offered, but not needed. These are all representative merchants and citizens of the village of Waverly and it is the desire of the citizens of Waverly to do everything they can to promote the traffic of the general public and tourists over the Omaha-Lincoln-Denver highway. They regret very much that anything of this nature has happened to pit their town in the light which it has before the general public."

Maxwell The "Wonder Car"



The Maxwell Roadster

A "snappy" very fast two-passenger roadster. With top up, a beautiful, comfortable run-about; with top down, a fast roadster that equals the performances and the appearance of cars that sell at three times its price.

This roadster has the same powerful quiet "velvet running" motor that has earned for the Maxwell its title of the "Wonder Car."

We are waiting to take you for a test ride in the car that has broken all low "First-Cost" records, and is breaking all low "After-Cost" records.

Demountable Rims \$635 Electric Starter
Rain Vision Electric Lights
Windshield Magneto Ignition
F.O.B. DETROIT



Every Road is a Maxwell Road

C. W. FRANCIS AUTO CO.
2024 Farnam St., Omaha, Neb.

A Few More Bonuses To Give Away

LAST week we told the public that the manufacturer whose cars we represent had offered us a bonus for placing a certain number of cars in this territory during the month of November.

We have only a few more cars of our allotment to sell upon which this bonus will apply.

Now is your opportunity to purchase one of these new 1916 Touring Cars or Roadsters and get this bonus. This amounts to \$..... No, we won't give the figures here. Suffice it to say that the amount is much more than you will expect.

These cars sell for less than \$1,000 and are exact duplicates of those that will be shown by the manufacturer at the New York and Chicago National Shows.

It has a 39 H. P. motor, 115-inch wheelbase, easy riding, genuine cantilever springs, 4-inch tires, electric starting and lighting, genuine leather upholstery, in fact it is finished and equipped right up to the minute in every way.

And our regular service and the manufacturer's written guarantee for one year goes with each car. Come see the cars, or phone us and we will bring one to you.

McShane Motor Co.

C. A. BISHOP, Mgr.
Doug. 6486 2216-18 Farnam St.

All Happiness at Goodrich Branch

Every one connected with the Goodrich Tire company branch of Omaha is in the best of spirits this week and the boss is in such a generous frame of mind that cigars are forced into the hands of all friends, regardless of whether they smoke or not.

This extremely cordial atmosphere caused one or two inquiries, which developed the fact that W. S. Rutherford is the proud father of a baby boy. Walter Scott Rutherford, Jr., is the new arrival and is Kansas City, Kansas City, November 12. Mrs. Rutherford and Walter Scott, Jr., are in Kansas City at the home of Mrs. Rutherford's parents, but will return to Omaha shortly.

Willard A Monthly Event

If you aren't one of the many who come to us every month for free battery inspection, you don't recognize a good thing when you see it. Get busy. Nebraska Storage Battery Co., 2203 Farnam St. Tel. Doug. 5109
Free inspection of any battery at any time!

Let The Bee get you a good job. "Situations Wanted" ads are free