

AUTOMOBILES

SAXONS HAVE PART IN CHASE OF VILLA

El Paso Dealer Donates Cars to Quartermaster Corps and Officers Own Others.

USED FOR ALL SORTS OF DUTY

Saxon motor cars are playing a part in the chase of the United States troops after Francisco Villa, bandit and Mexican revolutionary leader.

At El Paso, Tex., where a large number of troops have been stationed since the border mobilization in 1915, three Saxon Motor cars were sold to United States army officers before the pursuit of Villa and they were used by the officers for trips about the border.

First Lieutenant Guy H. Wyman of the Eighth cavalry is the owner of a Saxon Six, and Second Lieutenants William M. Modeste and William A. Horgan of the Fifteenth cavalry both have Saxon Four roadsters.

When the United States decided to enter Mexico in pursuit of Villa and the border was thrown into a fever of excitement, these three officers found a practical use for their motor cars in patrol duty and messenger service in and about El Paso. The cars were pressed into service because they covered ground faster than a horse and because the sand and mesquite of the border country offered no obstruction to them.

Dealer Loans Three Cars.

At the same time F. O. Gavin, Saxon dealer at El Paso, placed three other machines at the service of the government. He took cars from his stock for this purpose and offered them to the army officers. Mr. Gavin hesitated a bit at doing this, but finally decided to give them without consulting the factory. When he wired what he had done he had the unqualified approval of H. W. Ford, president and general manager of the Saxon company.

Mr. Ford is a strong believer in preparedness, and has himself taken an active interest in the movement for military training in this country. He assured Mr. Gavin that the Saxon company stood ready to help the government in its great task of supplying the flying column of General Pershing.

The cars which were loaned to the army were all Saxon "Sixes" and they have found a ready use in the quartermaster corps. One of them is being used daily by a major of the department and it has traveled hundreds of miles in the last two weeks.

Do Not Charge Your Carburetor Until Old is Looked Over

"Before you let someone substitute another for the carburetor on that old car of yours—the one the maker put on—just do a few things that the salesman of the other will insist upon doing before he 'proves' what his carburetor will do," says Horace T. Thomas, chief engineer of the Reo Motor Car company.

"Mind you I don't say that there may not be a better one—for the world does move and great improvements have been made from time to time in carburetors. But before you discard the old trusty one do these things: Clean the cylinders—remove the carbon and run kerosene through to loosen up the rings which may have become gummed. That will restore the compression. Now grind the valves and in putting them back adjust them carefully as your instruction book tells you. Adjust all motor bearings, too, and see that your clutch is in good condition.

"The wise carburetor salesman insists on doing these things before trying out his 'better' carburetor—if you insist on proof before buying. And of course the 'new broom' sweeps clean. So would the old one given the same chance.

"Most of this talk about the high cost of gasoline and short mileage per gallon would cease if owners did these simple things more frequently—and it will stop anyway with the war, for then prices will return to their normal level, while the increased efficiency will continue."

EXPLAINS WHY GOODRICH AUTO TIRES ARE BLACK

"Why are the Goodrich black tread tires black? has been propounded to the B. F. Goodrich company and its dealers to such an extent that W. S. Rutherford, local branch manager, has issued an official explanation.

"Our research department set out to develop the toughest automobile tread rub-

ber that had ever been brought forth. And when we'd discovered it, it happened to be black in its final form.

"No stringency of materials entered into the question; it wasn't for the purpose of putting forth something 'different' in the way of color. Just as Topsy simply 'grewed,' so the Goodrich black tread barefoot rubber simply happened to come out black.

"This black rubber, which we first developed for Military tires, proved stronger, better and more wear-resisting than any other we could make."

Winner is Forced to Tell the World Just How He Did It

Being a winner sometimes has its drawbacks.

F. K. Blason of Plainville, Kan., whose car was first in the Hyatt mileage contest with 361,500 miles to its credit, says he has been busy for two months answering inquiries as to how the mileage was attained.

One of the most interesting came from Richard Abbott, a war refugee at Villa La Picholere, Yport, France.

"I am afraid I shall not be able to sleep much until I hear from you yourself, giving me an idea how you have been able to make such a mileage," wrote Mr. Abbott. "I take it that Kansas has a rigorous winter climate, with a fair amount of snow lasting pretty well throughout three months. Taking that into consideration, your wonderful record becomes still more so."

Mr. Blason replied in part as follows: "Will say that Kansas is a dry state, having mild winters and scarcely any snow. We run our cars 365 days and 265 nights in each year on the best natural dirt roads in the world. Last fall I drove from Colorado Springs, Colo., to Plainville, Kan., a distance of 50 miles, in eleven hours and two minutes, so you see the roads are not bad in this part of the United States."

Packards Stand Up Under Service On the Border

Twenty-seven Packard trucks are now in use carrying supplies and army equipment along the lines of communication from Columbus, N. M., the base of American troops, to Casas Grandes, Chihuahua, and probably beyond that point. The trucks were fitted with army transport bodies in El Paso upon their arrival there from the factory, and went to Columbus under their own power, in charge of the thirty-three Packard men, who volunteered for army service. Mail matter received from members of the truck company indicates that the trucks reached Columbus on March 27.

A special repair shop truck, fitted complete with tools, a lathe, forge, anvil and a complete set of repair parts, followed the original shipment, leaving the factory March 21. This truck also has reached Columbus, where it probably will be stationed. Another man, sent with this truck, brings the total number of Packard men now in the service of the government up to thirty-four.

The meager information that has come from the country where the search for Villa is in progress tells only that "the boys are all right," and that the Packards are standing up perfectly under the terrific conditions imposed by Mexican desert and mountain roads.

The Reo Want Ads Are the Best Business Boosters.

FOR AUTOMOBILES

All oils may look alike, but there's a big difference in quality. Good oil preserves your engine. Bad oil ruins it.

PANHARD OIL

It is the best lubricant you can buy. It is refined from Pennsylvania Crude. Will not carbonize unless fed too freely. Holds its body at high temperatures. For your convenience Panhard is put up in half-gallon cans. Also gallon cans or in bulk. Stop in for a supply.

POWELL SUPPLY COMPANY OMAHA
2061 Farnam.

FOR MOTOR BOATS

Tests Show Fine Economy Average for Studebaker

Acting on the theory that many a gallon of gasoline is wasted by the average automobile owner in the course of a year, the Studebaker corporation recently carried on a number of tests in all sections of the country among owners of Studebaker cars.

The results of these nation-wide tests, just made known, have resulted in greatly increased mileage in many cases. Average of sixteen to eighteen miles per gallon have been secured from the four-cylinder models, while the six-cylinder cars have produced fifteen miles per gallon uniformly.

In actual operation, the Studebaker plan works like this: An expert calling on an owner who is not getting maximum mileage, first disconnects the regular gasoline supply and attaches an auxiliary tank containing one gallon. The owner then takes the wheel and drives a few miles. The expert at his side making mental notes all the while. At the end of the trip the amount of gasoline used is measured.

The expert then relieves the owner in command. Before starting out he adjusts the carburetor and any other feature of mechanism that need adjusting in order to secure greatest possible economy in operation. The expert then drives the car and drives it properly, explaining the owner's faults to him all the while.

Buy Three Trucks. The Devin Contracting company recently bought three Kelly Springfield trucks from Andrew Murphy & Son. The Devin people plan upon going into the heavy hauling game.

Hupp Factory Is Still Breaking Record for Output

"The constant increase in the sales and production of Huppottles continued during March, when the Hupp corporation broke the big February record and made the month of March the largest in its history," says G. H. Houliaton, branch manager of the Hupp Motor Car corporation. "With the increased facilities, production of cars at the Detroit plant was 60 per cent larger than for the same month last year.


"The success the Hupp corporation has had with its series 'N' has been one of the most remarkable ever enjoyed by a motor car concern."

Autos Are Built to Sell Themselves

"The automobile industry is making its spectacular progress because it is working on the principle that the United States is a nation of good buyers, rather than one of good salesmen," said E. G. Roward, sales manager of the Thomas H. Jeffery company.

Building cars that will sell themselves is the only road to continued success," said Mr. Roward, "because this nation of good buyers looks first for quality and value. No salesman, no matter how expert he is, can continue to sell cars if they do not possess these two things."

The instantaneous success of the new Jeffery Six was a striking example of the principle, according to Mr. Roward.



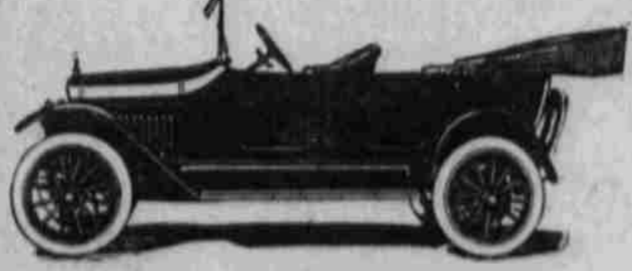
Character

A MAN'S capacities are determined by several factors, chief among which is the fiber of the stuff he is made of. Like all of Nature's most potent forces this is invisible, and being so, it secures its expression in effects and results. Competency, energy and honesty—these qualities constitute greater worth. And their development creates character.

Motor cars, too, have character. It is injected and molded by the hand of man; its presence is conspicuous when put to the test.

Maxwell Motor Cars, for example, gain character and individuality by reason of experience, care and skill with which they are made. Every operation must strengthen the final result and thus the ability to give abundant and satisfying service is correspondingly increased.

As we specialize in the manufacture of light weight, standardized automobiles, we can and do concentrate our entire attention on those details that make for better motor car character.



One chassis; five body styles

Two-Passenger Roadster	\$635
Five-Passenger Touring Car	655
Touring Car (with All-Weather Top)	710
Two-Passenger Cabriolet	865
Six-Passenger Town Car	915

Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit

Maxwell

MOTOR COMPANY, DETROIT, MICHIGAN

C. W. Francis Auto Co.
2216-18 Farnam Street.
Phone Douglas 853.



RIGHT OF WAY

The man who drives a Packard Twin Six owns the road. His car is the accepted gauge of ability and value. Its twelve-cylinder motor is the master of any situation, whether that situation demand sustained racing speed, downright exertion, or the smoothest, softest action.

The Packard Twin Six engine was a logical development by a company that is the recognized leader of automobile progress. Now it has the clinching endorsement of the most exacting clientele in the world.

The Packard Motor Car Company repeats with greater emphasis than ever before:

"Ask the man who owns one"

The "1-26," with any Open Body, \$3760, f.o.b. Detroit
The "1-35," with any Open Body, \$5160, f.o.b. Detroit

ORR MOTOR SALES COMPANY
Farnam and 40th Streets

Packard

TWIN-SIX



\$1295
F. O. B. Detroit

PAIGE

The Standard of Value and Quality

The Fairfield "SIX-46"

"The Proof of the Pudding"

After all is said and done, sales are "the Proof of the Pudding"—so far as automobiles or any other manufactured products are concerned.

Therefore, please consider the significance of these figures—

During the month of March, the American people bought 1800 Paige "Fairfields" and paid for them one million, five hundred and fifty four thousand dollars.

When you remember that March was distinctly a winter month in most sections of the country, these figures are truly remarkable.

Could there be any stronger argument for the actual net worth of the Paige Fairfield "Six-46"?

Could there be any stronger proof that this model has taken the nation by storm and won for itself a place of undisputed leadership?

Think it over—and then remember to act while we can still make "immediate deliveries".

Paige-Detroit Motor Car Company, Detroit, Michigan

Murphy-O'Brien Auto Co.
Fleetwood "Six-38"
\$1050
F. O. B. Detroit

1814-18 Farnam Street.
Phone Tyler 123.

SAXON

Strength Economy Service

THOSE features which you have come to associate exclusively with the high priced cars you will find embodied in Saxon "Six" at \$815. It meets—in every respect—present day standards among fine cars.

Noyes-Killy Motor Company
2066-68 Farnam St., Omaha. Phone Doug. 3646