

DEMAND FOR CARS IS UNPRECEDENTED

Inter-State Plant Works Day and Night to Insure Prompt Deliveries.

NOT A QUESTION OF SELLING

Regardless of the fact that all automobile manufacturers anticipated a big increase in business for this year, the demand for cars, and especially the medium priced cars, has grown so rapidly that nearly every manufacturer finds himself in a position to deliver far more cars than the most radical estimates have predicted. The most accurate information obtainable shows that the shipments of cars in April of this year were almost twice what they were in April of 1915. The Inter-State Motor company is having such an unprecedented demand for their product that doubling the production over last year may not supply the demand by several thousand cars.

The Inter-State plant has found it necessary to work many of the departments twenty-four hours a day, and several nights shifts have been added to many other departments. Every conceivable effort is being made to insure prompt delivery on a basis of 6,000 cars; and at the present rate of increase in demand this number will fall short of the requirements. On May 10 the orders for immediate shipments totaled a volume of business in excess of \$320,000. This represents about one-third of the specifications from distributors for May delivery alone.

E. W. Twyman, general manager of the company, stated that he has never seen anything like the demand for cars in all his sixteen years of connection with the automobile business. "We see no reason why our entire production will not be delivered from thirty to sixty days ahead of the usual time. It certainly is not a question of selling cars. It now rests with every manufacturer to arrive at a point of thoroughly efficient manufacturing, under the present strained conditions of the material market, and deliver cars in big enough quantities to supply the demand."

Ideas of Workers Are Sought by Saxon Company

"Every employe of the Saxon Motor Car company," says W. L. Kelly of the Noyes-Kelly Motor company, "from the officers down to the day laborers, has opportunity to give his advice and thoughts to bettering business methods and conditions. And many of them have furnished hints that have been worked into improvements now in use in the factory."

"Co-operation of the employes and the desire to give attention to their thoughts about the company has always been one of the ideals of Harry W. Ford, president and general manager of the Saxon Motor Car company. He has a motto which is posted in all parts of the plant as a slogan for his workers."

"Think, decide—act." That is the slogan, and it applies to the motor car industry with the same force that the famous watchword of Joseph Pulitzer—terse, accuracy, terseness—applied to the conduct of his newspapers. Quite aside from the value of the slogan as a check to rash and unconsidered decisions, the ideal set by the words has brought a spirit of unity into the factory.

Maxwell Cars in Hazardous Climb

Time and again the Maxwell cars have demonstrated their superior powers as hill climbers, but the work of three stock touring cars in Mauritius, an island in the middle of the Indian ocean, is the most gratifying performance of its kind to be recorded.

Big Crowd Buys Used Cars Fast at the Auction on Market Place



The used automobile auction handled for the Omaha automobile dealers by the Dawd Auction company was pronounced a success by various dealers who had cars at the sale.

Cars of the moderate price type sold readily and at amounts which allowed the dealers a margin of profit of at least an even break. The sale of the heavy type did not reach so high a percentage owing to the fact that many of the buyers were out of town people living in the rural districts

where the light car is more in demand. This is the first big auction which has been staged in Omaha and the confusion of such a large crowd made it impossible to register all the bids. The Market Place, the stage of the auction, was packed with people interested in buying cars. It is estimated that there were at least 700 people on the grounds at 1 o'clock and that 1,000 people attended the auction during the afternoon.

IMPROVEMENTS PLANNED AT UNIVERSITY CLUB

Four plans for improvements at the University club have been submitted to the members. The plans, which are tentative, call for the addition of several athletic features. Each plan contemplates a full membership, that is, an addition of fifty stock-holding members and twenty associate members. Included in the plans submitted to the members are squash or hand ball courts, a swimming tank, a gymnasium, bowling alleys and showers and lockers.

It is intended to finance the proposition by raising subscriptions to second mortgage bonds.

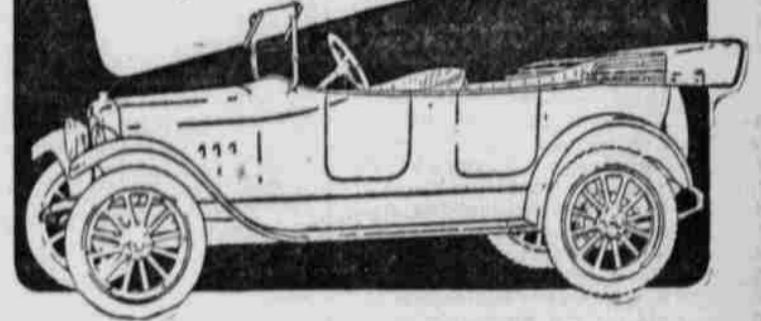
Allen \$795

Big Capacity for Five
112 inch wheelbase on a car selling at \$795 is unusual. It assures ample leg room—comfort for five good-sized people. This is only one of the many things you will like about the Allen Model 37. Steadily—surely—the excellence of this car is impressing itself upon the minds of the mechanical experts as well as of those men who "want a good car at a sensible price."

Long Wheelbase—112-inch.
Light Weight—2300 pounds.
Ample Power—37 H. P.—Bore 3 3/4 x 5.
Moderate Price.

STANDARD MOTOR CAR CO.
Carl Changstrom, Mgr.
Western Distributors
2010 Farnam Street, Omaha

Factory Address: THE ALLEN MOTOR CO., FOSTORIA, O.
Send for the Allen Catalog



Omaha Man Tells How to Keep Storage Batteries Charged

Elmer Rosengren of the Nebraska Storage Battery company says that owners of modern motor cars often ask him how to keep their batteries charged, complaining that their electric lamps burn dim, and the starter is weak.

Mr. Rosengren has this information to offer to owners of electrically equipped motor cars:

"The complaint of dim lamps and weak starters in a great many cases is due to the fact that the owner does not drive his car sufficiently without the lights burning, or the starter in operation, to generate sufficient current for the battery to supply the demand of the lights, or the starter, when necessary."

"This is especially true among the class of car owners who drive short distances daily, using their starting motor considerably and not putting back into the battery the same amount of current they take out. Then they drive their cars at night with the lights burning and oftentimes let their cars stand at the curb with motor dead and the lights still burning and using current from the battery."

"Every car owner must remember that it is necessary to drive at fifteen or twenty miles an hour to generate enough current to affect the battery to any extent. A well cared for battery is just about as dependable a thing as there is on a motor car, but one which is not given the proper attention will soon cause a lot of trouble and expense to the owner."

HARRINGTON BROS. GARAGE

1325 Park Ave.

Announce that on and after JUNE 1st, Gasoline, Oils, Accessories and Repairs will be cash.

Why You Should Own a Maxwell

- Comfort** First, because it is a comfortable riding car. Plenty of room for five people; deep, soft cushions; springs made of the best spring steel, scientifically heat-treated, accurately suspended and balanced. You will always be comfortable in a Maxwell.
- Appearance** Second, because the Maxwell is a trim, smart, good-looking car. Many makers of heavy, high priced cars, as you know, have copied the general lines, the shape of the body and hood of the Maxwell. This is more of a compliment than an infringement.
- Service** Third, because the Maxwell, being a product of thirteen years evolution, is so designed and manufactured that it gives unfailing, consistent and satisfying service to thousands of owners. Maxwell cars are made of the best materials that money and brains can buy—and they are made right. You can get out of any car only what is put into it.
- Low First-Cost** Fourth, because you get everything in a Maxwell that you can get in any car and you get it for less money. The answer to this is that the Maxwell is a light car and it is built in enormous quantities. The Maxwell Co. is one of the three largest producers of high grade motor cars in the world.
- Low After-Cost** Fifth, because the Maxwell will give you more miles per dollar than any car built. We say this without hesitation or doubt. It is our honest belief and we are willing to prove it by Maxwell owners, by comparison with any other car or by any other way you suggest or prefer. The Maxwell will please you. We know it will. Let us arrange for a demonstration and we'll take the responsibility of satisfying you completely.

Touring Car \$655 Roadster \$635
F. O. B. DETROIT



C. W. FRANCIS AUTO CO.

2216-18 Farnam St., Omaha. Phone Doug. 853

Time Payments if Desired



A Road Car of Wonderful Flexibility and Consistency of Performance at a Remarkable Price

The Pullman Five Passenger has a wheel base of 114 inches—the largest car on the market at the price. Fifty-inch, full cantilever rear springs make riding easy over the roughest roads. Not a racer—a husky puller and wonderful hill-climber equipped with a dependable 32 H. P. motor.

Two, Three and Five Passenger Models

SPECIFICATIONS—114-inch wheel base—32 H. P. four-cylinder motor—Batavia non-skid tires on all four wheels—cantilever rear springs—Independent electric starting and lighting systems—Dixie high traction magnets—hood-mounted radiator—full steering gear axle—2-1/2 Magneto (over 3000, 610 extra).

DEALERS WANTED—IMMEDIATE DELIVERIES

THE T. G. NORTHWALL CO.

OMAHA MIDDLE STATE TIRE CO. SIOUX CITY
2421 Farnam St., Omaha. Retail Distributors