

MAXWELL NON-STOP CAR STILL IN USE

Mileage of Record-Maker Now Surpasses Circumference of the Globe.

IS ON A GREAT PILGRIMAGE

The famous non-stop Maxwell, the car that startled the automobile world last January, when it piled up a mileage of more than 22,000 in forty-four days without stop of the motor, has been making more fame for itself. The car is back in its garage at the Lord Motor Car company in Los Angeles, after an extended tour of southern California, the Mexican border and Arizona. Its speedometer now registers a total mileage of 30,635 miles, a distance surpassing the world's circumference by more than 5,000 miles.

No more splendid endorsement of Maxwell efficiency can be found than in the performance of the champion. Motor enthusiasts who figured that the non-stop hero was done after its remarkable feat of rolling up 22,000 miles without a stop, were sadly mistaken.

Soldiers Drive Car.
Immediately following the record run, Charles Miller, jr., district salesman of the Maxwell Motor company, with headquarters in Los Angeles, was ordered to the wheel of the champion. He pointed its nose southward and the long tour began. After a triumphant trip through southern California, Mr. Miller drove the car into Arizona and down to the Mexican border. The non-stop car was a favorite with the troops along the border. It rendered valuable service and the soldiers vied with one another in taking turns at the wheel.

Miller circled the entire state of Arizona and networked the interior. He climbed every mountain, plunged through every sand pull, forded every river and entered every city and village in the state, so that every citizen in Arizona might have an opportunity to view the title holder.

As a rule, the roads were of the most discouraging sort. Practically all of Miller's driving was done at night, the heat of the dusty roads during the day being unbearable.

Test Is Severe.

Although encountering the hardest going in the west, when the Maxwell returned to Los Angeles, it was in perfect condition. Not even the slightest mechanical replacement was necessary.

"No car was ever given a harder pounding," said Miller. "In spite of the difficulties encountered, rugged mountain paths, swollen streams, and blinding blast of sizzling desert sand, not once did the non-stop champion falter. Just to show what is in it, I let it out on the way home. The last 307 miles, over poor roads for the most part, were negotiated in just fifteen hours, San Bernardino to Los Angeles, sixty-eight miles, we made in just an hour and a half."

The plan of selling municipal bonds at retail "over the counter" in the office of the city treasurer has been made a permanent institution in St. Paul through an amendment to the city charter.

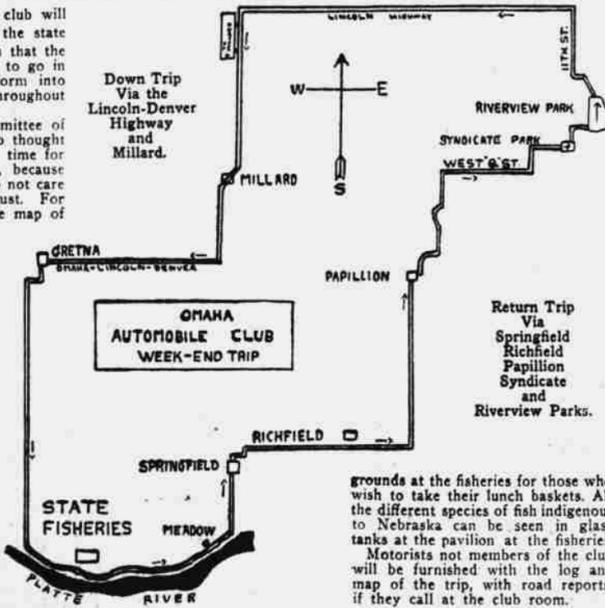
Route of Auto Club Today to State Fisheries

The Omaha Automobile club will make an informal run to the state fisheries today—informal, in that the motorists have decided not to go in one large body, but to form into groups at different times throughout the day for the drive.

The runs and tours committee of the Omaha Automobile club thought best not to designate a set time for these little week-end runs, because so many of the members do not care to take the other man's dust. For this reason the log and the map of the trip is given and the members can go at their leisure. The club room will be open this morning and the members can meet their friends there and make up a party of their own.

The state fisheries trip is one of the prettiest runs around Omaha, the route taking the motorist south through Gretna and along a very beautiful, winding highway, bordered on each side with charming Nebraska farm scenes and occasional glimpses of the silvery Platte winding its way to a confluence of waters with the Missouri at Plattsmouth.

Picnic benches and rustic seats are plentifully scattered over the shady



grounds at the fisheries for those who wish to take their lunch baskets. All the different species of fish indigenous to Nebraska can be seen in glass tanks at the pavilion at the fisheries. Motorists not members of the club will be furnished with the log and map of the trip, with road reports, if they call at the club room.

DEMAND FOR CARS TO SHOW NO LET UP

Studebaker Branch Managers Make Predictions Following Big Convention at Detroit.

EXCELLENT REPORTS ARE MADE

That the present unprecedented demand for automobiles will continue throughout the year instead of showing the customary slack during the summer and late fall months was the message brought by Studebaker branch managers, who attended the semi-annual branch managers' convention in Detroit. The predictions made by the branch managers were based on a study of conditions in their territories. Heads of branches in all parts of the country were present at the sessions during the week, as were also the assistant branch managers, district managers and retail sales managers.

Orders now on hand, the nation's prosperity and the fast swelling ranks of people who recognize the motor car as a utility and, in many cases, a necessity rather than an expensive luxury, were given as the chief reasons for the prospect of a continuing demand of even larger proportions than ever before known.

This Studebaker convention was an interesting departure from the usual conclave of its type. It was a gathering to discuss ways and means of disposing of cars. President A. R. Erskine, in his address of welcome to the visiting delegation, said:

"Never before in the history of our business has a branch managers' convention been held under happier or more promising circumstances."

Many Factory Additions.

According to J. G. Hessler, vice president, in charge of engineering and production, factory additions and enlargements of facilities will soon make possible a normal output of 8,000 Studebaker cars a month, and a forced output of 10,000. July 1, despite the materials situation, it was announced, will show shipments for the preceding twelve months of more than 65,000 cars, which is approximately double the best previous year.

L. J. Ollier, vice president and director of sales, who presided over the various sessions at the convention, announced that the Studebaker dealer organization has grown in two years from 2,000 to 6,500.

The opening day was occupied with group conferences with the sales officials, followed by tours through several of the plants, where an opportunity was afforded to see the additions that have been made since the last convention in December.

COMES TO OMAHA TO FORM COMPANY OF GARAGE OWNERS

The American Association of Garage Owners is now contemplating opening a branch office in Omaha. It is a corporation not for profit, organized under the laws of Illinois, owned and operated by its members, with general headquarters at Chicago. The plan of organization adopted by the American Association of Garage Owners is radically different from plans employed by a number of other organizations serving various trades and professions.

Realty Men Will Continue Their Fight On Bonds

Although the state auditor has ruled that the county grading and paving bonds for Douglas county did not pass legally, D. C. Patterson, acting for the Omaha Real Estate exchange, expects to prosecute his suit in district court for an injunction restraining the county commissioners from going ahead with the bond issue.

The matter was brought up at the last meeting of the Omaha Real Estate exchange and it was decided that Patterson should not withdraw his application for an injunction which the exchange instructed him to file a week or two ago.

Mr. Patterson himself was in favor of going ahead with the injunction suit and said, "Even though the auditor has ruled that the bonds did not carry, there is apparently nothing to prevent the county board from trying to go over his head and lithographing the bonds and offering them for sale. This would mean a great expense to the county and a useless expense. I understand the lithographing of the bonds alone would cost about \$2,000."

The exchange through Mr. Patterson sought to enjoin the issuance of the bonds, on the ground that they had not carried by a legal vote. There is still much difference of opinion in regard to this.

It is planned to build another story on the historic old Aquarium building in New York City, to be used as a biological laboratory to carry on the daily study of aquatic life.

People of Outside Towns Coming to Visit King Ak

With a male population of 355 men, Kennard has promised to bring 400 to Omaha Monday night for the Ak-Sar-Ben initiation at the Den.

This is not exactly a paradox. No, for a lot of the farmers around Kennard have volunteered to drive their autos in with the Kennard crowd, so that the 400 will not be so hard to raise.

Central City, Polk and several other towns out in the state are to have delegations here. Automobile tourists and road boosters from the towns are going to drive to Omaha, to boost for a short route cut off drive to Omaha.

Monday night is also to be Ancient Order of United Workmen night. The delegates to the convention of the Ancient Order of United Workmen are to be in Omaha at that time.

Monday night, July 3, there is no initiation. This has been decided upon by the board of governors, because the next day will be the Fourth of July, and many will be planning big celebrations for that day. The contract has been closed for the Wortham shows to entertain again this fall at the Jubilee grounds at Fifteenth street and Capitol avenue. Wortham this year promises to bring fourteen shows and four riding devices, one of the shows to be duplicates of those of last year. Among the shows will be the exhibition of the diving girls, where over forty girls are to give diving exhibitions.

Boston is to have a park as a memorial to Julia Ward Howe.

"I WILL FURNISH THE MONEY FOR YOUR NEW CAR"

Floyd D. Burnett, 326 Rose Bldg., Omaha, says:

"My business is the furnishing of money for the purchase of new automobiles and allowing the purchaser to repay me in monthly payments. I will furnish a liberal portion of the cash needed to buy any one of 35 makes of new automobiles or commercial trucks handled in Omaha on this liberal plan."

"This is an opportunity for the man who needs his car or truck now, instead of waiting until Fall to buy it."

"I will devote my time Sunday to answering inquiries from prospective purchasers. Call me at H. 4205, or see me at my office Monday. The office phone is D. 1669."

FEDERAL TIRES

DOUBLE-CABLE-BASE

PROTECTION TIRES

Four strong steel cables hold every Federal tire firmly to the wheel rim. No danger of tire base breaking and tire going off the rim. The greatest improvement in modern tire building. Found only in

FEDERAL DOUBLE-CABLE-BASE TIRES

No more costly than ordinary unprotected tires. Made in Rugged and Plain treads—all sizes for standard rims.

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Mfg. of Federal Automobile Tires, Tubes and Sundrys, Motorcycles, Blimps and Carriage Tires, Rubber Hoop, Horse Shoe Pads, Rubber Matting and Mechanical Rubber Goods.

Let us show you why you pay \$250 to \$400 LESS for a Studebaker!

Understand at the start, we don't mean that you pay less for less value. Not at all. What we'd like to do is to have a few minutes of your time to show you how and why you can get **POWER, roominess, comfort, luxury, every quality that you expect in a car in the SERIES 17 Studebakers—at \$250 to \$400 LESS** than the price of other cars that equal them.

Detroit's judgment has testified to the mechanical superiority of Studebaker design. Detroit makes three-fourths of the cars produced in the country—knows cars from the technical side as no other city does. And Detroit registrations during the year of 1915 showed Studebaker far in the lead of any car selling at over \$500.

Likewise the State of California showed Studebaker at the top of its 1915 registrations for cars selling at over \$500. And California knows cars from the performance—having more miles of good roads and more days of good driving weather than any other State.

With such testimony back of the cars—and a price \$250 to \$400 LOWER than any other cars of equal quality—can you safely decide on any other car? Come in and let us show you the cars.

STUDEBAKER

Detroit, Mich.

South Bend, Ind. Walkerville, Ont.

FOUR-CYLINDER MODELS

Touring Car, 7-passenger	\$875
Roadster, 3-passenger	850
Landau-Roadster, 3-pass.	1150
Sedan	1525

SIX-CYLINDER MODELS

Touring Car, 7-passenger	\$1065
Roadster, 3-passenger	1000
Landau-Roadster, 3-pass.	1350
Coupe, 4-passenger	1800
Sedan	1975
Limousine, 7-passenger	2500

F. O. B. Detroit

E. R. Wilson Automobile Co.
2550 Farnam Street, Omaha, Neb.

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Demonstrators

Slightly Used, But Good as New

Offers You an Opportunity to OWN A MAXWELL At Less Than Regular Prices

These ten cars have been used as demonstrators, and have been run distances ranging from 200 to 300 miles—not enough to hurt them in the least—just enough to put them in good running order and wear the new off.

Any one of these ten cars is yours at a reduction this week.

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2216-18 Farnam St., Omaha

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