

KING MAKES CLIMB UP MOUNT WILSON

Tortuous Ascent is Made After Gears Have Been Sealed in "High."

REGULAR STOOK EIGHT CAR

Climbing tortuous Mount Wilson in California on high gear, traveling 987 miles on high gear over California roads from Los Angeles via San Francisco, and driving 544 miles on high gear from Providence to Providence, via Albany and New York City, on dangerous roads, are three record establishing accomplishments of the eight-cylinder King within a fortnight.

"Performances never before attempted, undertaken despite warnings they would be failures, these stock eight-cylinder Kings with their transmission gears sealed in high gear and the differential housings sealed so the gear ratio would be standard, made demonstrations rather than records that are liable to stand unchallenged," asserted W. L. Killy of the Noyes-Killy Motor company.

A nine-mile climb from near sea level to the rarified atmosphere of 6,000 feet elevation, through three miles of dismal fog around 120 turns, including 19 per cent grades, at which it is absolutely impossible to get any kind of a run, in brief tells the story of the tortuous drive of a stock eight-cylinder King in the high gear up Mount Wilson in California.

The gears in the car were officially sealed in high gear by the deputy sealer of weights and measures, Fuller, of Los Angeles, and witnessed by the automobile editors of the Los Angeles newspapers. The gear shifting lever was placed in charge of the newspaper men.

A. G. Woodhill, because of the records he has established with a King with the gears sealed in high, has become known as "Hi-Gear King" Woodhill.

Big Allen Convention Is a Regular Treat

Carl Changstrom of the Standard Motor Car company, distributors of Allen cars, has just received the announcement by the Allen Motor company of the date and major details of their annual convention of distributors.

The meeting will cover four days, beginning Monday, July 17, and a program of business and pleasure will include Monday at main factories in Postoria, Tuesday at motor plant in Bucyrus, Wednesday and Thursday will be devoted to a whirlwind tour, taking in points of interest in northern Ohio, including Cleveland and Put-In-bay.

While the motor and boat trip will make the convention an unusual one, sufficient time has been allowed for full consideration of sales plans for the coming year, and the question of supplying the ever-increasing demand for the popular Allen-37, selling at \$795.

"King of the Sand Hills"



This picture shows J. J. Gragg in a stock Hupmobile in which he has made several records. Gragg is known to Nebraskans as "King of the Sand Hills."

On April 6, 1916, Gragg won a race

with a competing car from North Platte to Hyannis. Another record was a 130-mile run from Tryon, Neb., to Cedar Bluffs, Kan. This run was made in five hours and five minutes through a very rough stretch of country.

Cadillac Ads Are To Be Copyrighted

Some of the national advertising announcements of the Cadillac company will bear the significant legend, "Copyright 1916."

"This is a development so unusual that the explanation of K. P. Drysdale, advertising manager of the Cadillac company, will prove of interest to those who study advertising—which means a very considerable portion of the male population of America."

"The Cadillac company," says Mr. Drysdale, "has consistently endeavored to make its advertising as individual as its manufactured product. To that end, we have not hesitated to ignore advertising precedent, to depart from the conventional when

conditions seemed to demand such departure, and to establish our own standards of advertising interest and expression."

"Some of these announcements have attracted extraordinary attention. Several of them seem to have been endowed with eternal youth, and have apparently become a permanent part of the business literature of America."

Resta Wrests the Honors from The Rest of the Speed Boys

In a modest, old-fashioned Quaker cemetery in the heart of Philadelphia is the grave of Benjamin Franklin. On the stone which marks the grave of the statesman and scientist is a Latin inscription which translated reads, "He wrested the lightning from the heavens and the scepter from tyrants."

In Chicago on June 11, 1916, Dario

Resta did a little wrestling on his own hook when he outsped all the other noted speed kings in the winning of the 300-mile derby and carried off the first honors. He moved around the track at a clip that would lead one to believe that he had wrestled some lightning from somewhere and had a plentiful supply in his car.

There's one thing that helped keep first prize. That was the proper kind of lubricant. Resta's car, as heretofore in his winning career, was lubricated throughout with Dixon's Graphite automobile lubricants.

Slight Difference Between Weight of New and Old Tires

"As a result of tests recently made in our factories it has been definitely ascertained that the actual difference in weight of new tires and those which have gone to the scrap heap is very slight indeed," said J. H. Lionberger, branch manager of the Fisk Rubber company. "In other words, tires scarcely wear away at all during their entire period of use unless

wheels are out of alignment or some other unnatural cause exists." "The reason for a termination of a tire usefulness, therefore, lies elsewhere than in the composition, formation or thickness of its tread."

Reo Dealer Sees Popular Demand for High-Priced Cars

J. W. Opper of the Jones-Opper company asserts that the six-cylinder cars are becoming more and more popular. "The time was when our dealers hesitated to take the big cars, but were more enthusiastic over the lighter models. The situation is changing now, though. Buyers are not so much afraid to invest in the more expensive models. Our business on Reo cars has been more than we anticipated."

Resta's Racing Car Tires Arrive at Goodrich Branch

An express shipment containing Resta's Goodrich cord racing tires has been received at the Goodrich branch.

W. S. Ruthford, manager of the Omaha branch, asserts that these are the tires which Resta will use in the Omaha Auto Speedway races July 15.

Firestone Company to Take Care of Soldier-Employees

Word was received recently at the Omaha Firestone Tire and Rubber company will pay salaries to employees who enter army service in Mexico. The policy is to pay full salaries to all employees having been in Firestone service for three years; two-thirds of salary to men employed by Firestone one to three years, and one-half salary to all employed with the company six months to a year. These salaries will be figured less government pay.

For Rheumatism and Neuralgia

No better remedy for rheumatism and neuralgia than Sloan's Liniment. The first application gives relief. Only 25c. All drug stores.—Advertisement.

Packard Company Adopts Policy of Pay to Guardsmen

Packard employees who have been called out with the National Guard will receive their full pay for the two weeks' period immediately following the mobilization order. This announcement was made by Alvan Macauley, president of the Packard company.

"Arrangements had been made to pay the full salaries for two weeks of men who might go to military training camps this summer, and that policy is made applicable to the present situation," said Mr. Macauley. "Furthermore the time will not be counted against those who are entitled to receive vacations."

Wanted—Some Want Ads in exchange for lots of answers. Phone The Bee.

Willard

Get Ready for the 4th

Of course, you'll want to drive your car. Why not make sure of your battery the day before? We'll help.

Nebraska Storage Battery Co.

2203 Farnam St., Omaha.
Phone, Douglas 5102.

Free inspection of any battery at any time

SAXON "SIX"

A big touring car for five people

Those who have ridden in the best of the high priced motor cars will find marked similarity in the performance of Saxon "Six." Idling as low as a mile and a half an hour or racing at fifty the flow of power is smooth and vibrationless. The motor has been refined until it wrings the last inch of mileage from each drop of gasoline. Twenty-one to twenty-six miles per gallon is its average.

In this car you will find more roominess than is common to cars of equal wheelbase—112 inches. The seats are wide and restful. There's more than usual leg length. All five passengers have ample space. Comfortable upholstery and long, resilient vanadium steel cantilever springs contribute further to the luxury and comfort of riding in Saxon "Six." The price is \$815, f. o. b. Detroit.

NOYES-KILLY MOTOR CO.

2066-68 Farnam Street, Omaha

(467)

\$595

Maxwell

THE SAME CAR FOR LESS MONEY

BEAR in mind that the Maxwell car has not been changed. It is standardized. It will not be changed except in minor respects—where we see opportunities from time to time to make refinements and additional improvements.

The new price of \$595 is only made possible by our greatly increased production and the fact that we specialize in *only one automobile*.

Every Maxwell car is identically the same as every other Maxwell car.

Last year the Maxwell car represented a big value. Many thousands of satisfied Maxwell owners are the evidence of that.

But this year—at the reduced price of \$595—the Maxwell stands out as the one big automobile value of all time.

Nothing like it has ever been offered for the money. Just consider, complete electrical equipment for starting and lighting; speedometer; demountable rims; one-man top; rain-vision windshield;—and every other device for the comfort and convenience of the owner.

Every thing that the expensive cars have. And good looks, comfort and economy of operation—that some of the others haven't.

There has been a nation-wide demand for Maxwell cars at the former price; there will be an overwhelming demand for these cars at the new price of \$595.

And this proves that the American public has admitted and verified our unqualified claim that the

Maxwell Motor Car is the Big, Outstanding Motor Car Value in the Country Today.

WHAT THE MAXWELL PRICE INCLUDES

Long-stroke, high speed, four-cylinder motor; 8 to 50 miles on high gear; 25 to 28 miles to the gallon of gasoline (average). Irreversible steering gear; automatic motor lubrication by splash and pump; 800 to 1,000 miles per gallon of oil. Thermo-siphon cooling. A running-in-oil clutch, so smooth as to make the driving of a novice as free from gear-clanking and from sudden jerks as that of a seasoned driver. Tall, narrow, racing type Maxwell-made radiator. Maxwell-made axle—1-beam front and semi-floating rear; highest quality heat-treated alloyed steel. Gasoline tank in cover; short, accessible gas line to carburetor. Maxwell-made stream-line body, well finished in every detail. Deep, comfortable upholstery. 30 x 3 1/2 tires all around, non-skid on rear; average life 8,000 to 10,000 miles. Demountable rims. Tire carrier at rear, with extra rim. Substantial, Maxwell-made crowned fenders and hinged-covered running boards. Electric starter, electric lights, electric horn. High-Tension Magneto, an independent source of ignition. One-man Top with quick-adjustable curtains—storm proof. Rain-vision, adjustable, ventilating windshield. High grade speedometer. The Maxwell Touring Car is a full five-passenger car. Every Maxwell model seats comfortably the number of passengers which it is rated to carry. Compare these Maxwell features with those of cars selling at higher prices.

This announcement will be read by hundreds of automobile dealers as well as prospective retail buyers. To those dealers who wish to know if there is any open territory, we will say that Maxwell sales contracts for 1916-17 are being signed now by our traveling salesmen. There will be some changes—particularly in the allotment of territory. Therefore, interested dealers, wherever located, should write us now.

Maxwell

Motor Company · Detroit, Mich.

MAXWELL CARS FOR SALE BY
C. W. FRANCIS AUTO CO.
2216-18 Farnam St., Omaha Phone Douglas 853