

MAXWELL MAKES PRICE REDUCTION

Important Announcement by One of Largest Manufacturers in Lower-Priced Field.

NO CHANGES IN QUALITY

One of the most interesting announcements for 1917, with regard to automobiles in the lower-priced field, comes from the Maxwell Motor company, inc., of Detroit. This announcement is that the price on their touring car and roadster is materially lowered. The touring car is reduced from \$655 to \$595; the roadster from \$635 to \$580.

In this definite announcement of a substantial reduction in price the Maxwell company also announces that there will be no changes in the car. This confirms all previous announcements that the Maxwell car is now a standardized product. Walter E. Flanders, president and general manager of the Maxwell company, and the able corps of engineering and manufacturing experts he has gathered around him are convinced that their product has attained such a uniform degree of excellence that the necessity for radical changes in design and construction has been eliminated.

The change in Maxwell prices became effective July 1. In explaining the reason for the big reduction in price of Maxwell cars, the manufacturers declare that increased production made it possible.

Increased Production. "The manufacturing cost per car has been greatly reduced by our increased production," said Mr. Flanders. "Our plants at Detroit, Dayton and Newcastle have been taxed to their capacity to supply the orders of our dealers. We have made arrangements for the manufacture of 100,000 cars for this year and we know from the enthusiasm with which our 1917 announcement was received that this number will be disposed of easily."

The same manufacturing policy will obtain in the Maxwell plants, the standard Maxwell chassis being used for five different body designs. These designs include a streamline five-passenger touring car, a two-passenger roadster, a two-passenger cabriolet, a six-passenger town car and six-passenger sedan.

The sedan is the newest Maxwell model, having been added to the line early in the year. It is primarily a family car and there has been a very satisfying demand for it.

Studebaker Men To Get Full Pay if They Go to War

The policy of the Studebaker corporation to place all employees enlisted for service in Mexico on full pay until December 31, will not be altered by any government, state or private subscription plans for the relief of soldiers' families, according to announcement made by J. G. Heaslet, vice president of the corporation, in charge of engineering and production.

"Since we sent the personal letters to all our men who have enlisted, advising them that we had arranged to place them on full pay, I notice that some companies have decided to deduct any amount the families may receive from government, state and private sources," said Mr. Heaslet.

"We will go through with our original plan. In other words, regardless of what the families of any of our employees receive from other sources, we shall make no deductions from the full pay which we have promised our men.

"As a matter of fact, I do not expect a single family dependent upon our employees who have enlisted will need outside assistance."

Following is the letter distributed by the Studebaker corporation among its employees who are members of the National Guard were called to duty:

"As an expression of its appreciation of the patriotism which has prompted you to enlist in the service of your country, the Studebaker corporation has arranged to place you on full pay until December 31, 1916.

"The Equitable Life Assurance society has agreed to continue in force the life insurance policy which you now hold under our insurance plan.

"Kindly advise from time to time where you desire to have the amount of your pay sent, and if to any one other than yourself, kindly sign attached order giving full name and address, which will be our authority to deliver such pay."

The order affects forty-two men in the Detroit factories of the Studebaker corporation. Similar orders were sent to employees at the South Bend, Ind., plants.

Motorist Cannot Jamb His Brakes Without Hurting Tires

G. L. Glasen of the Omaha Auto Supply company says that a motorist cannot jamb on his brakes without affecting his purse. Locked wheels are immediately responsible for tire bills. Mr. Glasen exhibited a new casing which had been driven only a few miles, yet the rubber was scraped away, exposing the fabric. At the very moment the wheels were locked by the brakes, the tire was passing over a stone which was dragged along with the tire. This stone sawed right through the fabric in one spot and punctured the inner tube.

D. & W. Company Makes New Organization Plans

Announcement has just been made regarding a change in the organization of the D. & W. Manufacturing company, a concern engaged in the manufacture of wire door mats. The new officers are James L. Dowd, president; Lou J. Traynor, secretary-treasurer, and Harry W. Parkey, manager. The manufacturing equipment has been moved to the Traynor Automobile company building, and plans are being made for increased production.

Recruits With His Motorcycle



Sergeant F. B. Gibson, U. S. A., on detail in recruiting service with headquarters at Macon, Ga., covers from 100 to 150 miles a day obtaining men for Uncle Sam's forces in places where the army cannot afford to maintain permanent recruiting offices. The country districts are providing some of the finest men for the army.

New Type of Cushion Tire Introduced by Goodrich Company

A worthy addition to the motor truck tire field is the new hand-attachable cushion tire just introduced by the Goodyear Tire and Rubber company. The new tire is designed for use on motor trucks and fire apparatus. As its name suggests, it can be applied to the wheel by hand, a particularly desirable feature in tire equipment.

The new hand-attachable has a channel base identical in construction with that of the Goodyear S-V tire, which for an entire year was offered free to truck owners if it failed to show lowest cost per mile in competition with other makes.

The tread design of the new tire is non-skid and is the same as that of the cushion demountable, but the pockets or indentations in the sides of the tire that provide accommodation for the displaced rubber as the tire revolves on the street, are changed from rectangular to oval shape.

The new tire is tougher, more resilient and resists road punishment better than the type which it supersedes. Having been put through the most severe and exacting tests it is being introduced with all the confidence that has accompanied the introduction of preceding types of Goodyear motor truck tires. Although the cushion demountable tire has long been recognized as the most efficient in its class, Goodyear officials anticipate that the new hand-attachable will become even more popular.

Tire-doh Repairs Punctures And Blowouts Quickly

One of the handiest and most economical repairs for the car owner to use on his own tires in case of punctures and blowouts is Tire-Doh.

This product has been on the market for six years, and although at first received with skepticism by car owners, has fought down ignorant prejudice to such an extent that today over a half million car owners throughout the country carry Tire-Doh in their tool kits.

Tire-Doh makes permanent repairs both in casings and inner tubes, and is so simple to use that anyone who can drive a car can successfully make repairs with it. It will repair the smallest pin point puncture or inner tube tear as long as your arm. An interesting experience is cited by the manufacturer where a car owner in Texas repaired an old inner tube with a tear thirty-seven inches long in it, and that this same tube thus repaired delivered close to 2,000 miles of additional service.



How Would You Repair It?

You couldn't do it with cold patches or vulcanizer—but any one who can drive a car could easily do it with the genuine



TIRE-DOH is the simple, economical handy repair outfit that 500,000 car owners by their continued use during the last six years have endorsed as the standard tire repair outfit for punctures and blowouts. Requires no heat or tools and can be used anywhere—any time—always successfully.

Makes Permanent Repairs

TIRE-DOH permanently repairs the smallest punctures or the inner tube tears as long as your arm. Two cents' worth of TIRE-DOH is enough for average punctures. Difficult repairs are easy with TIRE-DOH. TIRE-DOH used to fill cuts and holes in casings before they develop into sand blisters and blowouts, will add hundreds of miles to the life of any tire. Buy a TIRE-DOH outfit today and carry it always in your tool kit. 10,000 dealers sell TIRE-DOH. If yours doesn't, we'll send it on receipt of price.

Complete Outfits Price 50c and \$1.00.

TIRE-DOH repairs any article of rubber—gloves—boots—hat—water boots, etc.

Manufactured solely by ATLAS AUTO SUPPLY CO., CHICAGO



DISTRIBUTORS
OMAHA, NEBRASKA.
Linger Implement Co.
Omaha Auto Supply Co.
Omaha Rubber Co.
Powell Supply Co.
Western Auto Supply Co.
Wright & Wilhelmy.

SOME FACTS ABOUT STORAGE BATTERY

What to Do When Trouble Appears and What to Do to Prevent a Return.

AS TO THE HEAT AND GOLD

Many people wonder how long a storage battery should last with ordinary care, because there seems to be no well defined limit for its life. This question has been covered by Elmer Rosengren of the Nebraska Storage Battery company, who says:

"As compared with other parts and accessories of a motor car, the storage battery, if well taken care of, is very inexpensive to maintain. Its care is a simple matter and consists of only four things:

"1. Keep all cells filled with distilled water to a level of one-half inch above the top of the plates. Never fill the cells full.

"2. Never use a battery in a leaking condition. Take it to a Willard service station immediately.

"3. Test the gravity of all cells with a hydrometer syringe on the first and fifteenth of every month. If any cells are below 1.275 on two successive testing dates, take the battery to a Willard service station and have it fully charged.

"4. Never allow the battery to become heated in service above 110 degrees Fahrenheit. Watch the battery for heating one or more times every day in warm weather. If the top connectors feel more than blood warm to the touch take the temperature with a dairy thermometer. If the temperature registers near 100 degrees Fahrenheit burn all the lamps on the car while driving. If the temperature reaches 120 degrees Fahrenheit the battery may be ruined.

"Should Last Long. "A well constructed battery like the Willard should last a long time, but because of its electro-chemical nature it will, of course, wear out in time and have to be renewed. It is a popular misconception with a great many motor car owners that a battery will last forever, or at least, as long as the car itself.

No Change Will Be Made in Allen Cars

Carl Changstrom of the Standard Motor Car company, western distributors of the Allen car, states that the recent announcement by the Allen Motor company to the effect that

their present model will be continued without any change has met with the hearty approval of dealers and purchasers.

"There is no doubt but what the mid-summer announcement and the bringing out of new models during the best selling season has a demoral-

izing effect on trade in general," said Mr. Changstrom. "I am certainly mighty well pleased to see our people take this stand. This assures the dealers as well as the consumers that there will be absolutely no change whatever in the Allen line during the present season."

"It appears to me that with all the advance improvements embodied in the Allen 37 since its first announcement that there is absolutely no need of any change. I have noticed that the cars making the change this summer are mostly the ones that did not have all the up-to-date equipment."

SAXON "SIX"

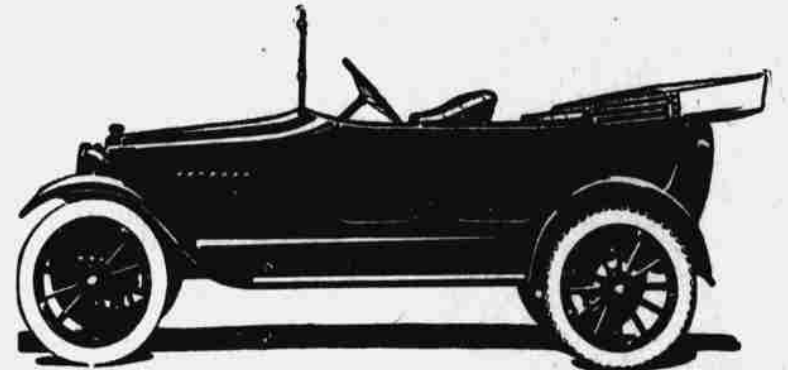
A big touring car for five people

A careful examination of the mechanism of Saxon "Six" reveals many features hitherto found only on costly cars. For instance—the axles are of Timken make and so are all the bearings throughout the chassis. The driving gears are the helical bevel type which eliminate noise and friction. You'll note also that it has a two-unit electric starting and lighting system. And as you proceed you'll find that even in the very minor details there is an unusual standard of excellence.

At the wheel of Saxon "Six"—watching the miles flit magically by—the impression that you are riding in a costly multi-cylinder motor car grows stronger. The smoothness of the power-flow, the acceleration, the speed, the power, the flexibility—all these definitely mark it as a class car. And you are invariably surprised to learn that the price of Saxon "Six" is \$815 f.o.b. Detroit.

NOYES-KILLY MOTOR CO.

2066-68 Farnam Street, Omaha.



BRISCOE

"The Best-liked Car in the Country"

1917 Model 4-38—\$785.00

For a man that wants a medium light car that's roomy, refined, easy riding, economical and an aristocrat in its class.

Model 8-38—\$985.00

For the man who wants something out of the ordinary, just a little better speed, power, class and service.

They Are All Here—Better Look Them Over.

There's Real Pride of Ownership in a Briscoe

Benjamin Briscoe's statement that beauty is not a matter of dollars and cents is definitely proven in the

BRISCOE "The Latest Briscoe Beauty" \$625
Twenty-four l.o.b. factory

The unique—the artistic—the distinctive body—would grace any car at any price. You'll be proud to drive it—and the women-folks will be proud to ride in it.

Fully equipped, of course. Electric starting and lighting; real one-man top, tilted eye-saver windshield; demountable rims; electric horn; speedometer—there's nothing extra to buy but the gasoline.

And the long-stroke 3 3/4 x 5 1/4 motor—the same famous power plant of the \$785 1915 Briscoe—will carry you farther than you ever thought possible on a gallon of fuel.

You can pay more—but you'd better see the Briscoe first.

Briscoe Nebraska Car Co.

2429 Farnam Street. Omaha, Nebraska.

