

### CHANDLER "ADS" BUILD BIG SALES

Putting Facts in Newspaper Copy Opens Great Business Artery, Agent Finds.

#### CAR MAKES DAILY RECORDS

One of the most interesting advertising campaigns of many a season is that now being followed out by the Chandler Motor Car company of Cleveland, manufacturers of the Chandler Six, Mr. R. R. McNemar, local Chandler distributor, says that he never had any doubt of the value of newspaper advertising, but that his conviction as to the value of such advertising is greater now than ever before.

"Chandler advertising this spring," said Mr. McNemar, "has been what the factory calls a fact campaign. Not that Chandler advertising has not always been based on facts, but that the advertising this year has emphasized and reiterated certain simple fundamental facts about the Chandler car which very largely are exclusive Chandler facts."

#### Valuable Features.

"The Chandler offers numerous features found on such cars as the Packard, Pierce-Arrow, Winton, White, Stutz, Mercer and Cadillac. Among them are a cast aluminum crank case which extends from frame to frame at both the front and rear of the motor, giving perfect rigidity to the engine mounting and saving it from the rack and stress of the road; a silent chain drive; Bosch high-tension magneto; light-running, annular ball bearings in transmission; differential and rear wheels; full floating rear axle with silent spiral bevel differential; two-unit starting and lighting systems and many other features of proven excellence.

#### Chandler's Fact-Motor.

"Through four years of conscientious effort, backed up by a previous experience of many years in the building of high-priced sixes, the exclusive Chandler motor has been developed and refined to a point approximating perfection. It is a fact-motor, not a claim-motor."

The Chandler company in its advertising mimics no words when it says that not to its knowledge has a professional motor car driver ever made a record with a Chandler Six, but that all the thousands of owners of Chandler Sixes every day are making the kind of records that count—records of satisfactory service.

#### Breaks Long Distance Record for Motorcycle

The world's record for continuous riding on a motorcycle was broken by Allen T. Bedell, Redlands, Cal., riding a Harley-Davidson twin-cylinder stock machine, fully equipped. Bedell circled the Los Angeles Ascot speedway for a total of 1,153 1/2 miles in twenty-four hours, breaking the previous international mark set up by "Cannon Ball" Baker in Australia. Bedell also broke the 1,000-mile record when he reeled off that distance in 20:42:30, or twenty-one minutes better than the previous time. At the conclusion of his long grind, Bedell felt fine and said that he could continue for another twenty-four hours on the same machine and better his time.

### COMES TO MANAGE THE STUDEBAKER BRANCH.



C. S. CONNOR.

Mr. Connor has recently come to Omaha to manage the branch of the Studebaker Corporation of America. Connor comes here from the Chicago branch, having spent eight years there, during which time he traveled in the west a great deal. He is thoroughly familiar with western conditions and has great hopes for the future of this section.

#### Powell Supply Company Opens Service Station

The Powell service station has been opened up in the small two-story brick building in the rear of the Powell Farnam street store.

The service station will specialize on the installation and repair of Bosch magnetos, lighting and starting systems, storage battery charging and repairing, etc.

Lee tires will also be looked after in this service station.

It is in charge of Oscar Pippert, who has had many years of experience in this branch of the automobile business.

#### De Jong Receives Eight Autos by Express Route

J. H. De Jong of the Apperson Motor company advises that he has just received eight automobiles by express. Owing to the inability of securing freight cars it was necessary to have them come through by express.

#### Auto Thief Sent to Prison.

Fremont, Neb., April 7.—(Special.)—Owen Howard, who was brought to Fremont by Sheriff Condit on a charge of stealing an automobile belonging to Arthur Larsen of Fremont, pleaded guilty and was sentenced to one to three years in the penitentiary by Judge F. W. Button in district court. Howard took the car while Larsen was visiting at the home of his sister in Fremont three weeks ago. He sold it to a farmer near Neligh.

#### Boy Scouts Using Bicycles.

Knowing that health is most essential to serve Uncle Sam, the Boy Scouts are using bicycles as a means to get the most benefit of the fresh outdoor air, and to further promote the interest in bicycles as a healthful pastime. Victor H. Root, the local Harley-Davidson cycle man, is giving a brand new bicycle to the boy or girl submitting the best story why they should ride one.

### AUTO BUYERS NOW GET COMPLETE CAR

Standard Equipment Includes Many Features That Were Formerly "Extras."

#### PATHFINDER AN EXAMPLE

It is surprising to those who recall the motor car of some ten or twelve years ago, to note the radical changes that have taken place in what constitutes "standard equipment." The purchaser of a car, but a few years ago, found that he had bought the chassis and body only. Before he could operate his car with any degree of comfort or safety it was necessary for him to purchase even such essentials as lamps, horn, top, etc.

However, in these days manufacturers are vying with each other in the marketing of cars that are complete as to every possible detail of equipment, so that, instead of spending several hundred dollars for items that were once termed "extra equipment," the purchaser now finds himself in possession of every practical accessory to the requirements of law, convenience, comfort, safety and appearance.

The Pathfinder touring roadster, from the Indianapolis plant of the Pathfinder company, is a notable example of what, in these latter days, is considered the completely equipped automobile. Of course there are a full complement of electric lamps for front, rear and tonneau, starting and lighting batteries, speedometer, clock, gasoline gauge, electric horn, windshield and tool equipment. Then, each Pathfinder is equipped with Hartford shock absorbers, thermostat to control water temperature, motometer to show that proper motor temperature is maintained, Delco starting system, Silvertown cord tires and tire pump.

#### Expert Torpedo Man Here Prepares to Ship Soon

Momentarily expecting orders to join a gun crew on a battleship for active war service, J. C. F. Yarnell, first class gunner's mate on recruiting duty here, has packed his "war bag" of service clothes, hammock and other equipment, and is ready to leave at the first word. He is an expert naval gunner and torpedo man. Such navy men are expected to be the first called from land duty to join the fighting ships.

#### Wood Lake Girl Applies As Wireless Operator

Miss Ella Soukup, Wood Lake, Neb., has written navy recruiters here asking to join the naval reserve as a wireless operator. Such positions on land are open to women, and qualified young women are badly needed, Lieutenant Waddell says, so Miss Soukup may soon be sending out radio messages in war service.

#### Field Ambulance Camp At Fort Bliss Burned

Fort Bliss, Tex., April 7.—Fire destroyed the camp of Field Ambulance Company A of the United States army early today near the fort. An investigation is being made. The ambulances and mules were saved, but the men lost all of their equipment.

### MILITARY DRILL FOR AUTO TIRE WORKERS

Goodyear Company Adds New Feature to School Run in Connection With Factory.

#### TRAINING FOR THE MEN

Military training has been added to the educational classes of the Goodyear Tire & Rubber Co.'s factory school at Akron, O., according to an announcement issued to employees by P. W. Litchfield, vice president and factory manager. Instructions is to be given under the supervision of ex-army officers of long military experience.

The Goodyear factory is in operation twenty-four hours of the day, divided into three eight-hour shifts. The classes in military training have been arranged that each shift of workers may have two hours of drill each week.

The company's policy is outlined in the following statement by Mr. Litchfield:

"The introduction of the eight-hour day into industry sets free additional time for a man to use as he may desire. He may waste it and spend on extra amusement the money he has earned, or he may use it for his mental and physical development, making him a more efficient and useful citizen."

#### Military Drill Added.

"In extending our educational and training courses for those of the latter class, we have recently added military drill. We are among those who believe that only by having a democratic citizenry, equipped and trained in the use of arms, can we insure the safety and honor of our republic from foreign aggression and the peace of the future, such as has been our heritage in the past."

"Conditions of the past, which happily made military preparedness unnecessary for us now have changed. Depending upon mere uptrained numbers to defend our homes against the present forces of other nations, would be as foolish as starting to complete in the manufacture of tires without buildings, machinery and tools or previous training."

#### Dundee Presbyterians Plan to Build New Church

The annual meeting and dinner of the Dundee Presbyterian church was held Wednesday evening. Almost 300 members and supporters were present. The pastor, Rev. Harry B. Foster, and Maurice T. Smith, chairman of the board of trustees, presided. A church membership of 362 was reported, with 462 in the Sunday school. This is the only Protestant church in Dundee.

The board of trustees was enlarged to twelve. M. T. Smith and N. J. Baker were elected to succeed themselves. The new members are J. M. Dow, Austin E. Dodds, R. M. Crossman, Ernest H. Hoel and Roger P. Holman.

Almost \$1,200 was pledged by those present to clear away a little debt of \$1,600.

A committee was elected to consider the project of building a new church.

### Move Against Kugel Seems Unable to Gain Headway

"Wanted: An eligible elector to run in opposition to City Commissioner Kugel on a proposed recall which a coterie of persons living in the Saratoga school district would like to start."

This recall movement appears to be losing momentum. Inquiry made as to its progress brought the information that the committee had not yet succeeded in getting a candidate to agree to run as required by the recall law.

Some of those who are on the inside predict that this proposed recall will

"die a-borning," as somebody expressed it years ago.

It is being rumored that Sherman Clayton, county jailer, will submit his name as candidate against Mr. Kugel, but when asked for a statement on the subject, Mr. Clayton said he had not been asked to be the recall candidate.

# MARMON 34



## EASE at the Wheel

In the journey of life there are many short turns, and unless you have self-control you're likely to get into trouble.

And as it is in life so it is in an automobile. You must have your controls simple, and close at hand.

Place yourself at the wheel of a Marmon 34. You will see at once that to shift your gears you don't have to shift your position. You will find ignition and lighting convenient neighbors and the emergency brake ready for instant use.

This hand-brake enables you to control your car, comfortably and expeditiously, without lifting your foot from the accelerator. It's an ever-ready, every-day brake, emergency or no emergency.

The Marmon 34 is as easy to manage as a kodak is to snap. It starts without a jump and it stops without a jar. It responds to the wheel's slightest hint, and, regardless of speed, holds snug to the road.

This spells economy in maintenance and efficiency in operation. And it gives to the hand at the wheel that assured sense of perfect control which makes driving not a strain but a relaxation; not a task but a pleasure.

K. Pelton

Phone Douglas 1712



## Is Your Car Ready for the Easter Parade?

Shiny paint, new tires, tanks filled with oil and gas are no use unless your battery is in shape to put the spark of life into your motor.

If you have not already had your battery tuned up for the season, better see us right away.

Now is the time to prevent battery troubles during the coming season.

We have a rental battery for your use if yours needs repairs.

While you're here, ask us for your Willard Service Card.

STORAGE BATTERY

# Willard

SERVICE STATION

(Copyright reserved, 1917)

Nebraska Storage Battery Company

2203 Farnam St. Phone Doug. 5102



## HOURS

### Horses Waste Three Hours out of Every Four

When will you Save This Valuable Time by Using

## Smith Form-a-Truck

# \$350

W. D. B. Chicago

The best horses can do on the road, hauling heavy loads, is three to four miles an hour. Smith Form-a-Truck, in the same work, will travel from ten to fourteen miles an hour. This means a net saving of three hours out of every four in time charges alone. The amount of money it represents is tremendous.

**8c a Ton Mile** **Your Own Choice**

You can pay the cost of Smith Form-a-Truck equipment out of saving in time charges alone, and still have the tremendously low ton mile hauling cost adding to your profits every day. Less than 8c a ton mile is the average obtained by our 10,000 users of Smith Form-a-Truck now in service.

**A Startling Saving** **30,000 Now**

Get your work done on time—get it done at a cost which leaves you a fine margin of profit. Even if you are now using motor trucks, Smith Form-a-Truck will still cut your hauling and delivery charges to a startling degree. It moves faster than other trucks because it is lighter, more flexible, built for higher speed.

The present demand is taxing our capacity to get deliveries from the factory. If you want to start saving money in your delivery, order early—before it is too late. If you have any doubts, ask for a demonstration. We will show you just how you can get from 40% to 60% of your present hauling costs back into your bank account.

HENRY & COMPANY

Distributors Omaha Phone Webster 387

1529-31-33 N. 16th St.