

HUDSON TO FINISH RACES IT STARTS

All Super-Six Machines Are to Keep Going Till the Gun Fires.

TO BE LIKE ALL STOCK CARS

"Hudson's fleet of Super-Six racers virtually will run from back of scratch" in all the important events this year," said Guy L. Smith.

"The handicap is self-imposed. In order to satisfy Hudson fans, all of the cars it enters in any of the great races must finish."

"When one considers the comparatively small percentage of racers in the big speed events which finish at all, it is at once apparent that the Hudson has assumed almost an impossible impost."

"But in winning all worthwhile records last year the Hudson was never extended to the limit of its endurance. There always remained a big reserve of power and endurance that was never required even in those terrific tests."

Ultimate Test.

"This year, therefore, the Super Six will be put to the ultimate test. Long distance races at frightful speed will be required of the cars—and all must finish to satisfy Hudson. An honest exposition of these qualities of endurance and power demands that the race cars adhere closely to Super-Six stock structure. This has been done. The principal change is in shortening the chassis. The Super-Six racers will be pitted against specially constructed freaks in which every quality has been subordinated to speed. They do not even distantly resemble the stock cars of the names they bear. Therefore, their performance signifies nothing of what can be expected of their stock car. In the course of a year of ordinary car usage, one of these cars would consume thousands of dollars in fuel."

"But the qualities which the Super-Six racers will demonstrate in these speed events are the same that the purchaser of a Super-Six stock car gets. That is why the Hudson did not radically depart from stock car structure in building its racers."

"The Hudson does not expect to take first place in all or even a few of these races. But it does expect the Super-Six to maintain a high average speed—always among the leaders—and always to finish."

Dodge Brothers Car Used to Chase Coyotes

Coyote chasing is rapidly becoming a favorite outdoor sport with a number of Dodge Brothers owners in the northwest country.

While touring with his brother and sister-in-law eighteen miles east of his home, E. A. Grant of Barons, Alta., jumped a prairie wolf, which was the beginning of a five-mile chase that ended in the death of the wolf.

Mr. Grant's letter reads, in part: "My brother said to me, 'Why don't you catch him?'"

"I replied, 'All right, we'll give him a little work-out.'"

"We turned the car after Mr. Wolf and for the first two miles everything went beautifully with him—except that his tongue was hanging out and he seemed a trifle warm."

"The next three miles I ran over him four times. The last time fixed him. All he needed was a knock on the head which my brother gave him with the engine crank."

This car, which was driven five miles cross-country, cutting, turning and twisting after a fleeing coyote, had been driven 13,000 miles without a single replacement or repair.

Browns Sign Davis to Act as Coach and Scout

The St. Louis Browns have signed the veteran, George Davis, to act as coach and scout.

American Motor Men Are Victims Of Metric System

"Will the present war change our automobile measurements from the English inch standard to the foreign metric system?" asked R. L. Heising, chief engineer of the Moon Motor Car company of St. Louis. "The fact that we use the English measurement has been a very great handicap to American automobile manufacturers in the shipping of motor cars."

"While our standard measurement is English, it must be said to the credit of English motor car builders that they use both the inch and foot measurement, and the French metric system, and all other European countries exclusively use the metric system."

"I predict that we will fall into the metric system, in order to meet the world-wide demand for American made motor cars. My own company is developing a very large business in shipping cars to foreign countries, such as to Spain, Norway, Sweden, the West Indies, and all of the South American countries. We find that our difficulty lies in the fact that unless we send parts to our agents in these countries they are handicapped because miscellaneous parts needed by them, such as nuts, bolts, etc., are all cut on the metric system, and they must have American parts because they cannot use the metric. The mechanics in these countries cannot even cut threads to fit American cars because all of their dies are metric."

President Friend's Hobby Is Building Sales Force

Twelve years ago President Otis C. Friend of the Mitchell Motors company, Inc., was a salesman marketing automobiles. The business obsessed him and he grimly remarked that he would be a major league city dealer if he had to work day and night. There's an old sign still hanging, bearing his name as dealer. Mr. Friend became general manager of the Mitchell company and made the point of personal contact with Mitchell dealers in all the states of the union his most engaging work.

"Today that list of Mitchell dealers is one of the most remarkable lists of loyal, enthusiastic and earnest men that it is the honor of any manufacturing company in this country to have. I pride myself upon remembering these men and never miss an opportunity to cement a friendship with the newcomer among the dealers."

"And when Mr. Friend says: 'We have material bought and stored for the output of 20,000 Mitchell cars for 1917 and will make the deliveries as per our contracts with you,'" says one dealer, "there is not a dealer in the country-wide organization that does not realize that Mr. Friend means every word he says."

Steam Airplane Said To Be Not Far Away

"Steam, as a motive power for airplanes," said Abner Doble, vice president of the General Engineering company, "possesses certain advantages over the internal combustion motor just as in automobile work, but they are not so numerous nor so fully developed."

"Mr. Wardrop, managing editor of Aerial Age, came in to see us a few days ago, and inquired into the availability of our present power plant for use in airplanes. I admitted frankly that there was a great deal of experimental work to be done before I would make any promises, but outlined some of the probable changes that could be made."

"The power plant used in my car develops one horse-power per ten pounds weight, which is a better ratio than that of the complete power plant of a gas car. When the internal combustion motor is used in an airplane, however, it is not encumbered with clutch, change-speed transmission, and

starting apparatus, and the ratio of weight to power is greatly reduced.

"I can unquestionably reduce the weight of our steam plant, but just how much, only time and much experimental work can tell. The boiler and engine will be lightened very considerably by careful adaptation of design and the use of special materials. It is probable that our electrical apparatus can be virtually eliminated by taking advantage of the draft supplied by the propeller and the velocity of the plane."

"Our water supply can be greatly reduced for aviation work, and the weight of our lubricating oil supply would be negligible."

"The greatest advantage, however, will unquestionably lie in longer continuous service without trouble or overhauling. The life of an internal combustion motor is relatively very short in air work. Another very strong point for steam is the tremendous reserve power and rapid acceleration. When in trouble a motor car driver applies the brake, but an aviator

relies on additional power and speed, which steam will invariably give him."

Chalmers Touring Sedan Is His Office-On-Wheels

Decidedly versatile in methods was the automobile salesman who recently disposed of a Chalmers touring sedan to Gordon J. Gordon, real estate man of San Francisco.

Mr. Gordon, who resides in San Mateo, a suburb of San Francisco, had refused to buy a closed car.

Gordon lives about an hour's ride from his office and this time was formerly wasted. Since purchasing the Chalmers sedan, he has had the car fitted up with a small table and typewriter. Now, he simply calls for his stenographer and spends the hour in dictating the day's correspondence. He arrives at his office prepared to tackle the real problems of business and has gained an hour on his competitors. As Gordon figures his time to be worth \$10 per hour, he will have more than paid for the car before the year is out.

Many Improvements On Lincoln Highway Near Lexington, Neb.

Lexington, Neb.—Lincoln Highway travelers through Lexington and Dawson county the coming year will note many improvements of excellent calibre in the way of actual road betterment. A twenty-foot cement culvert is being placed on the route to do away with a particularly objectionable bad spot and more than seven miles of road will be graveled, probably before the heavy tourist traffic starts.

Lexington expects to install permanent road signs on the Lincoln highway, giving directions for several miles either way, and further to pave the route for a considerable distance through the city.

Bee Want Ads Produce Results.

Maxwell Price Boost Is Less Than It Seems

Running up and down the scale of increases in motor car prices during the last year, the advance of \$30 announced as applying to two of the Maxwell models after May 1 stands out as amounting to only \$10 as far as the buyer this spring is concerned.

How a \$30 advance is in reality but a \$10 bill is explained by the company pointing out that, while the lift of \$30 is distinguished in itself as the narrowest price advance the industry so far has announced, it is but one-third of that amount when the Maxwell buyer this year realizes that the price after May 1 will be but \$10 more than the Maxwell's cost was this time last year.

Buyers will recall that Maxwell, in the face of price increases that were general throughout the industry, last year lowered its retail figure by \$60. This was one of the surprises of last season. Considering the increase this spring in relation to the decrease last year, the Maxwell purchaser finds the

company is going ahead with its production of a hundred thousand cars annually on a basis of manufacturing efficiency so marked that the price change sums up to an advance of only two \$5 bills.

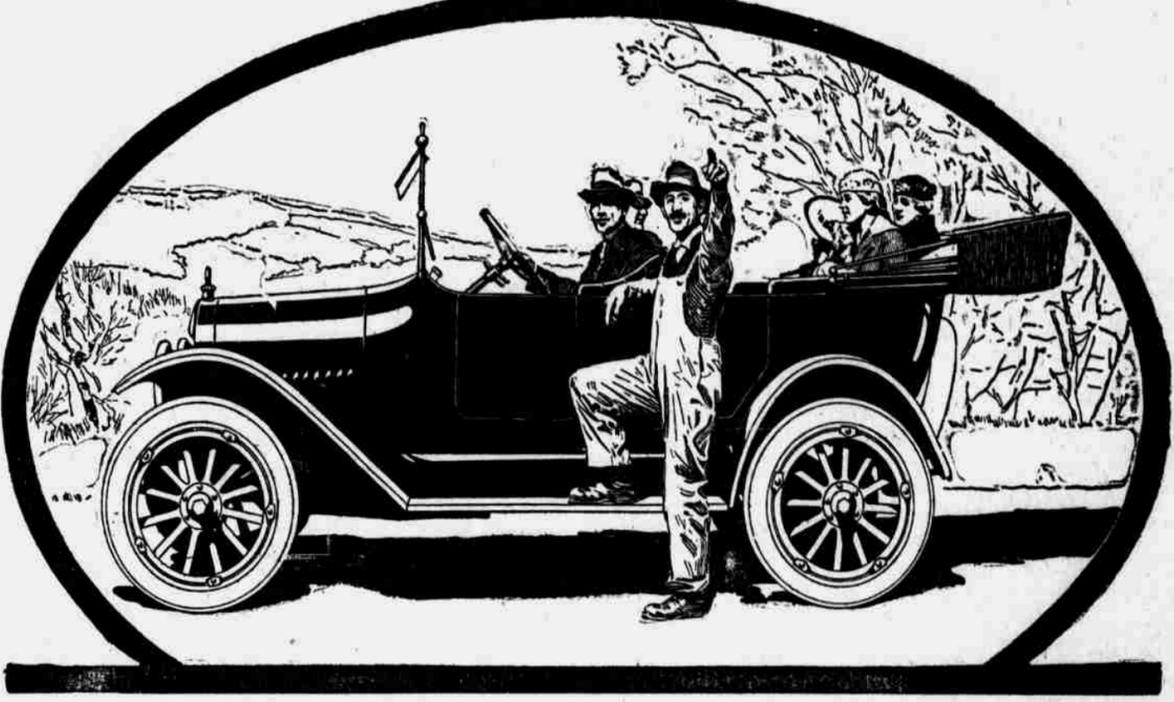
American Flag Emblem Of Every Cole Eight Car

An American flag with every car is the latest patriotic step taken by the Cole Motor Car company of Indianapolis.

Every car that leaves the Hoosier plant has the national emblem in a prominent place on the windshield and thousands of these banners have been sent to Cole distributors and dealers in every city in the country so that every owner of a Cole car may procure one for the asking.

The windshield emblems show the American flag unfurled to the breeze. They may be pasted to the glass and are visible either from within or outside of the car.

Bee Want Ads Produce Results.



Act Now if You Want This Famous Automobile at the Present Price

At Midnight April 30 the Present Low Price on the World's Record Non-Stop Champion Car Goes up to \$665

Quick action will save you money on the price of your Maxwell—until May 1st the price remains at \$635.

High grade steel and other raw materials used in the Maxwell have been steadily costing the Maxwell Company more and more until at last the factory reluctantly has been forced to increase the price in order to maintain Maxwell quality.

For it is the fixed policy of the Maxwell Company never, by even a hair's breadth, to change the sterling quality of the materials, parts, accessories, and refinements of the Maxwell car—except, if it were possible, to change for the better.

The present low price of the Maxwell has been the wonder of the automobile industry. The amazing thing is—even before the cost of the best automobile materials began going up by leaps and bounds—how the Maxwell was built to sell for so little as it has. Of course the reasons are: —a magnificent factory organization of men and machinery, the result of many years of experience and development, —and a vast quantity production, now at the rate of over 100,000 cars yearly.

Maxwell Leadership Unchallenged
In the Maxwell you have an automobile which, for results, is the equivalent of far higher priced cars. Here is a car made of the very finest materials, —with all of the accessories and refinements of costlier cars, —with all of the comforts and luxuries that you expect to pay a great deal more for, —with the famous record-making Maxwell motor that has power and speed to spare, —with an economy of gasoline consumption that is more than amazing, —all these master qualities in the Maxwell at a price which is within the reach of every family.

Master Motor of the Maxwell Car
The marvelous Maxwell engine has earned for the Maxwell car its enviable reputation for fuel economy, —this notwithstanding the fact that it has as much, or more, power than the majority of much heavier and costlier cars.

1 1/2 Cents A Mile
One example of Maxwell fuel economy is the recent trip made by Prof. (Mrs.) Miriam Seeley of the Oregon Agricultural College, from Portland to Boston and back to Portland, a distance of 9,700 miles. —and this racking tour over mountains and under every road condition was made at the amazingly low running cost of 1 1/2¢ per mile for gasoline and repairs,

—far lower than the rate per mile for passenger railway travel. This is but one example among thousands which are on record in the Maxwell factory office.

Amazing Maxwell Endurance
Never before has any other automobile than the Maxwell accomplished such a marvelous feat of endurance as this World's Record. A five-passenger Maxwell stock touring car was run 22,022 miles under the auspices of the American Automobile Association without a motor stop or a stop for any repairs. This in itself is an amazing thing. —but on top of that, this car, under the most trying circumstances of the endurance test, averaged 22 miles per gallon of gasoline. Think that over—and what it means to you in running cost.

Act Now If You Want A Maxwell
We offer you at this present amazingly low price—\$635—a car which is a marvel of endurance and economy. Bear in mind that our April allotment of Maxwell's is nearly all sold. And the price on our April allotment only is the old price, \$635.

—on and after May 1st we cannot sell a Maxwell for one cent under \$665. The difference will go a long way toward paying for your summer vacation in a Maxwell. Come in quick and get any form of demonstration you want.



Q. Why doesn't HE come?

- A. He's down with punctured tires and there'll be the mischief to pay.
- Q. Surely his reason for keeping her waiting is a sound one?
- A. It won't be in her eyes. You see, her father found out the disadvantages of the use of ordinary tires and she has told her best beau again and again that there's only one make of tires to avoid these trying delays.
- Q. And these tires are—?
- A. Lee Puncture Proof—the only pneumatic tire made that'll take care of all the puncture ills and ailments of ordinary tires and, going even further, that has a Zig-Zag tread that gives you the real confident feel against skidding—a feel not given by any other tread of standard tires. You can get all the information from

Lee Standard Tires
Give more tire comfort and mileage than ever before claimed for any standard make of tires.

Lee Tubes
Always fit and are of rare thickness and ruggedness. They are extremely supple, tough, resilient and long wearing.

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