

MAXWELL TRUCK TO BE HUGE SUCCESS

Will Revolutionize Truck Industry, is Assertion of Sales Director Toner.

HISTORY REPEATS ITSELF

That the Maxwell one-ton truck recently announced as Walter E. Flanders' latest achievement, will revolutionize the truck industry was the positive statement by T. J. Toner, the director of sales of the Maxwell Motor company.

Mr. Toner has been in the automobile business from its early days and has been associated with Mr. Flanders for the last ten years. He is an authority on the development of the motor car business and can recount many interesting and picturesque phases of it.

"Early in the year 1908," said Mr. Toner, "the new motor world was startled by news from Detroit that a newly organized company called the E. M. F. Motor company would produce a thirty-horse power fully equipped automobile for \$1,200. Bear in mind that in those days all other similar cars were selling at prices from \$2,000 to \$3,000. Walter E. Flanders, the organizer and president of the E. M. F. company, said he would build 20,000 cars the first year—an unheard of quantity—and through that big volume he could cut the selling price in half.

Storm of Ridicule.
Immediately there was a storm of ridicule. Manufacturers derided the idea and some of the best posted journals hooted the plan as that of an impractical dreamer. And then they went on to prove mathematically that even if 20,000 such cars could be built in a year, they could not be sold.

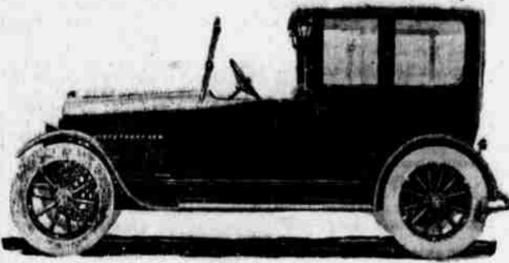
"Of course, the cars were built, as everyone now knows, and they were sold. How was it done? By concentrating on one model, by more efficient automatic machinery, by the economies of quantity purchases, by big newspaper advertising.

Situation is Same.
"We are now confronted with the identical situation with respect to the Maxwell Truck. There is no such thing as present as big truck production. We do not know of any truck builder who has an annual production of as many as 6,000 vehicles. Consequently prices are high.

"We are entering the truck field as the world's biggest producer. We shall build perhaps 20,000 during the first year. And the price we have fixed, \$795, is about one-half of that quoted by the makers of similar trucks. The Maxwell truck is bound to win instant success. It is a real truck, through and through, and has a tremendous market to fill. Already we have orders on hand for thousands and our dealers say they could at once dispose of all we could manufacture in two years.

"Watch the Maxwell Truck. It is going to fulfill our prediction exactly as its predecessor did."

Hudson Super-Six Town Car



King Armored Car Is Great Aid to Army Recruiting

It takes the United States marine corps to be the prize winners in military progressiveness.

Their latest move is the opening of a United States marine corps recruiting office at the King Motor Car company's New York distributing house, Broadway and Fifty-second street, New York.

There the new type of light armored motor car, which is fitted with a standard eight-cylinder King chassis, is employed to attract attention. Marines from the League Island Navy Yard, under command of Captain Frank E. Evans, United States Marine corps, are on duty at the King's metropolitan distributing house. A detachment of marines are aboard the armored car in front of the salesroom, large photographs showing this type of war machine in action are exhibited and the army recruiting flag flies from the front of the store. Inside a non-commissioned officer, his staff and a medical attendant are on duty.

A big string of applicants and actual enlistments have accrued as a result of the novel stunt. The government is putting all efforts behind the steel mills to turn out armored plates for this new type of land cruisers.

Goodyear Tire Company Wants the Metric System

The Goodyear Tire and Rubber company of Akron, O., has declared for the metric system of weights and measures, with the view of adopting its use as far as possible in all its work. The company is a member of the American Metric association, a society for the promulgation of this system.

Classes in the Goodyear factory school have been organized among the foremen and inspectors of the plant, that they may become thoroughly familiar with a system prior to its application to the activities of the factory.

The metric system is now the standard in all countries of Europe, and has the same advantage over our method of weights and measures, with their unit of inches, pounds, quarts, etc., that our system of coinage has over the pounds and shillings of Great Britain or the francs and sous of France.

Our United States monetary sys-

tem, with its decimal denominations, is really a division of the metric system, and since its use has been found so satisfactory in our commercial life, the wonder is that we have not long ago adopted the use of the metric method in determining all our weights and measures.

All the tires that American rubber manufacturers are now exporting to other parts of the world are stamped in millimeter sizes. In measuring liquids and solids the cubes of these units are used.

In all probability the metric system will become the standard throughout the world within a few years, and its adoption by the Goodyear Tire and Rubber company is in line with that company's policy of always keeping abreast of the times.

Packard Cars Have New Equipment for Luggage

The degree to which motor luggage has been developed is rather striking. The complete outfit especially designed for Packard cars, for instance, consists of seven suit cases, with suitable waterproof containers; two fender trunks and a tire drum—commodious enough to carry all necessary items for seven persons.

These baggage carriers are designed to fit Packard touring cars in appearance and quality as well as convenience, and they are enjoying wide favor among Packard owners.

Proper arrangement of the equipment leaves the body space in both forward and rear compartments of the car entirely clear and the tourists are as comfortable as in a boulevard drive about town.

Hamlin Special Used On Stage Wins an Order

"Peculiar incidents sometimes lead to the sale of automobiles," asserts W. M. Clement, Scripps-Booth distributor. "A dramatic production at a Los Angeles theater called for the appearance of a car on the stage. The property man looked about, and upon seeing a Hamlin special of the Scripps-Booth line decided at once that owing to the particular luxurious appearance this was the car best adapted for his purpose.

"Mr. and Mrs. J. G. McMurtry of Denver, Colo., attended the theater where the Hamlin special was being used. Mrs. McMurtry was so impressed with it she told her husband she wanted him to buy it. He made the purchase."

STUDEBAKER "SIX" WINS HARD FIGHT

Sturdy Car and Crew Reach Floor of Yosemite Valley—A Rough Ride.

DRIVERS LOST FOR DAYS

After weeks of hardships and perseverance, a Studebaker crew has reached the floor of the Yosemite Valley, and the Chester N. Weaver company, San Francisco distributors of Studebaker cars, is entitled to the Desmond silver trophy offered as the prize for the first car to get into the Yosemite.

The following dispatch has been received at the offices of the Studebaker Corporation, South Bend, from W. B. Lewis, supervisor of the Yosemite National park:

"The Studebaker boys, driving a six-cylinder seven-passenger 18 series model Studebaker, have arrived at the Sentinel hotel, Yosemite Valley, the first car to arrive in the valley this year. Car made the trip from San Francisco via the Coulterville road, carrying 'A-1' license plate."

During a recent heavy snowstorm in the mountains Weaver thought that the boys who were driving the car were either lost or had suffered serious injury. For many days no word had been received from them, and until a lion hunter employed by the United States government to shoot wild animals of the Yosemite reservation brought the news that he had encountered them at the Merced Grove of Big Tree checking station, Weaver had no idea of their location.

According to the report received by telephone from the crew, the battle with the muddy roads and deep snow was a severe test for the sturdy little car and the men who were piloting it.

Weaver sent out the car in order to thoroughly test the power and strength of the motor and the machine itself. He is well satisfied now that the new Series 18 Studebaker is able to withstand any sort of hard driving to which it may be subjected.

Motorcycle Club Starts Campaign for Members

The Omaha Motorcycle club has launched a membership campaign in an effort to increase its membership to 125. The club is already one of the largest motorcycle clubs in the middle west and has a larger enroll-

ment than all the other motorcycle clubs in Nebraska combined. Louis Vlcek and Sam Carpenter have charge of the membership campaign and two teams of forty members each are at work securing members.

Willys-Overland Firm Has Wonderful Growth

The Willys-Overland company of Toledo in 1911 was producing 14,749

more cars than it built in 1908. The gain of 1912 over 1911 was 11,568. In 1913 the additional growth in production amounted to 7,715. The year 1914 saw big strides forward with a gain of 13,976 and the 1915 gain exceeded this by 45,231. Close to 100,000 cars were produced by the company that year. A still greater growth was recorded in 1916 when the production figures reached 142,807, or a gain of 49,083 over the previous year. With a production contracted for 1917

of 200,000 cars a gain of more than 57,000 cars is apparent. "The stability of the industry as a whole is to no small degree due to the progress made by the Willys-Overland company," said J. R. Jamison, local Willys-Overland branch manager, the other day. "The progress which the company has made in its manufacturing methods, leading to a greater production, is a factor which plays a prominent part in determining automobile values in America."

You come in to our showroom today if you're car-wise. Drive the

LIBERTY

We won't say a word. We won't have to—if you know cars. Get into a Liberty today.

W. M. CLEMENT MOTORS CO.
2514 Farnam St., Omaha, Neb.
Phone Douglas 8218.

\$1195

An Open Letter to All Automobile Agents of Omaha

WHO is the liveliest motor car dealer in Omaha? We have a very unusual agency proposition to make him.

We have recently increased our capital to \$1,000,000.00 in order to greatly increase our output. A new, aggressive management has taken charge.

The first move in our new sales policy is a vigorous advertising campaign in local newspapers, to develop an active owner interest in the Dorris car and to direct this trade straight to the Dorris dealer. We will back our agents to the limit, with all the resources of our wonderful organization.

Here is by all odds the most attractive dealer proposition ever offered on a really high-class car—a motor which at the price represents the best car value that can be found in America.

The Dorris of today is a perfect car, the ultimate of luxury and completeness, graceful in design, absolutely dependable, of utmost durability.

It is conspicuous for fundamentally correct construction, unchanged for a dozen years—valve-in-head motor, unit power plant, multiple disc clutch, long, easy-riding platform spring—features since adopted by many of the other better grade cars.

It is also conspicuous for the highest grade equipment—the accessories that mean so much to the car owner:

- Westinghouse starting and lighting system.
- Bosch DU 6 magneto ignition.
- Stromberg carburetor, with water-jacketed admission pipe.
- Stewart-Warner vacuum gasoline system.
- Full floating Timken rear axle; helical bevel gear drive.
- Warner speedometer, driven from transmission.
- 36x1 1/2 tires front and rear—Goodrich, Firestone or Goodyear optional.
- Tire pump, power driven, integral with transmission.
- Upholstering—finest grade genuine black leather. French pleated, double-spring, luxurious cushions.
- One-man Pantasote top and dust cover.
- Rain vision windshield, ventilating top and bottom.
- 10-inch electric headlights with double bulbs and dimmer. Star diffusing lens optional.
- The Dorris ranks with the very few top grade cars in material and workmanship, and in absolutely satisfactory performance. It bears the note of real refinement. It is a true pleasure car in all the term implies.

Seven-Passenger Touring Car.....	\$2475	Four-Passenger Coupe.....	\$3250
Four-Passenger Four-Door Tourist..	2475	Five-Passenger Sedan.....	3350
Seven-Passenger "Arcadian" Limousine	3875		
Two-Ton Worm Drive Truck Chassis..... 2185			

(Prices f. o. b. St. Louis)

The Dorris 2-ton Truck is a marvel of efficiency, stanch, dependable.

DORRIS MOTOR CAR CO.

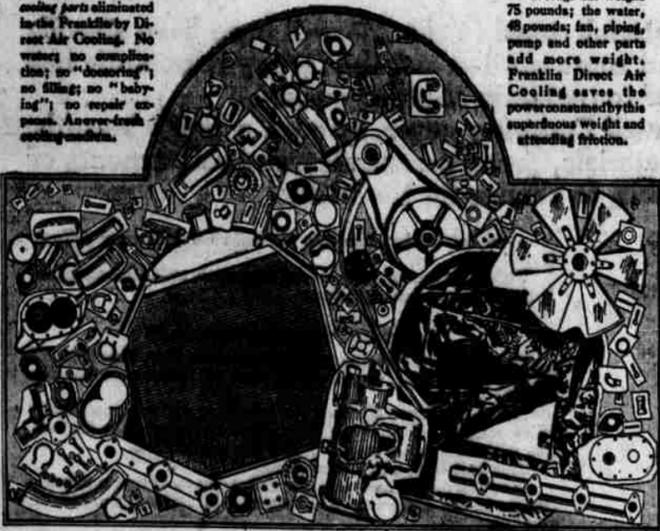
Manufacturers
St. Louis, Mo.

H. H. CANNON, District Representative
245 Omaha National Bank Building :: OMAHA, NEB.

Here's One of Our Reasons for Talking Franklin Reliability and Economy

THIS illustration shows the 177 water-cooling parts eliminated in the Franklin by Direct Air Cooling. No water; no complications; no "doozing"; no filling; no "babbling"; no repair expense. Answer-truth cooling systems.

THE radiator of the average car weighs 75 pounds; the water, 48 pounds; fan, piping, pump and other parts add more weight. Franklin Direct Air Cooling saves the power consumed by this superfluous weight and attending friction.



THE man owning a water-cooled car is the man with whom we like to discuss the Franklin system of Direct Air Cooling.

He knows from experience what it means to get rid of the 177 water-cooling parts shown in the illustration. He knows it means getting away from freezing troubles, overheating, leaks, stoppages and other cooling annoyances—and repair bills.

That's exactly what Franklin owners are enjoying—this freedom from cooling troubles. If you know a Franklin owner, verify this. If you don't, we will gladly furnish you the names of Franklin owners hereabouts.

They will tell you a few other things which only use of the car brings out:

How the weight eliminated by Franklin Direct Air Cooling makes 20 miles to the gallon of gasoline and 8000 to 10,000 miles to a set of tires the usual thing. How absence of wear and tear and breakages keeps up the high value of the car.

Whenever you wonder why other fine cars can't be as economical as the Franklin, come see us and we'll do the explaining.

It's worth while knowing the Franklin before you make any decision about a car.

Franklin Motor Car Co.

2205 Farnam Street Phone Douglas 1712

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