

## NEW RECORD IS SET BY CHALMERS AUTO

**Dawson Wins Long Distance Driving Laurels on Sheephead Bay Speedway in Stock Car Race.**

Saturday, August 1, Joe Dawson, driving a Chalmers stock chassis car, captured the laurels for distance covered in twenty-four hours. Dawson hung up a record for 1,898 miles in twenty-four hours, as against a former record of 1,819 miles in the same length of time.

The run was made on the Sheephead Bay speedway under the observance of the American Automobile association.

The new record is said to be remarkable for stock car performance and speaks much praise for our American manufacturers.

It is said the entire run was made without a motor stop and without mechanical trouble of any nature.

**The Average Speed.**

An average speed of seventy-nine miles an hour was maintained. Absence of mechanical trouble marks a strange contrast when one pictures the number of trips to "the pit" which are made by most of the specially built racing models seen on speedways during the racing season.

Dawson drove a Chalmers stock chassis to another victory when he established a new stock car record for 100 miles. His time was one hour, eleven minutes and fifty-three seconds, or an average speed of 83.46 miles an hour.

### Midwest Motor and Supply Company Men Meet in Omaha

The Midwest Motor and Supply company, which recently took on the distributor's contract for the Maxwell line, entertained a number of dealers at a convention in the Rome hotel last week.

C. J. Brokaw, zone manager, spoke regarding existing conditions and introduced President May of the Midwest Motor and Supply company.

Mr. May gave a man-to-man talk. He has been a dealer and knows their problems from every angle.

C. R. Newby, the Des Moines distributor, spoke of the future of the automobile business, both with reference to the immediate and the distant future. He was optimistic and the only cloud which he could see was that which casts a shadow over the material market.

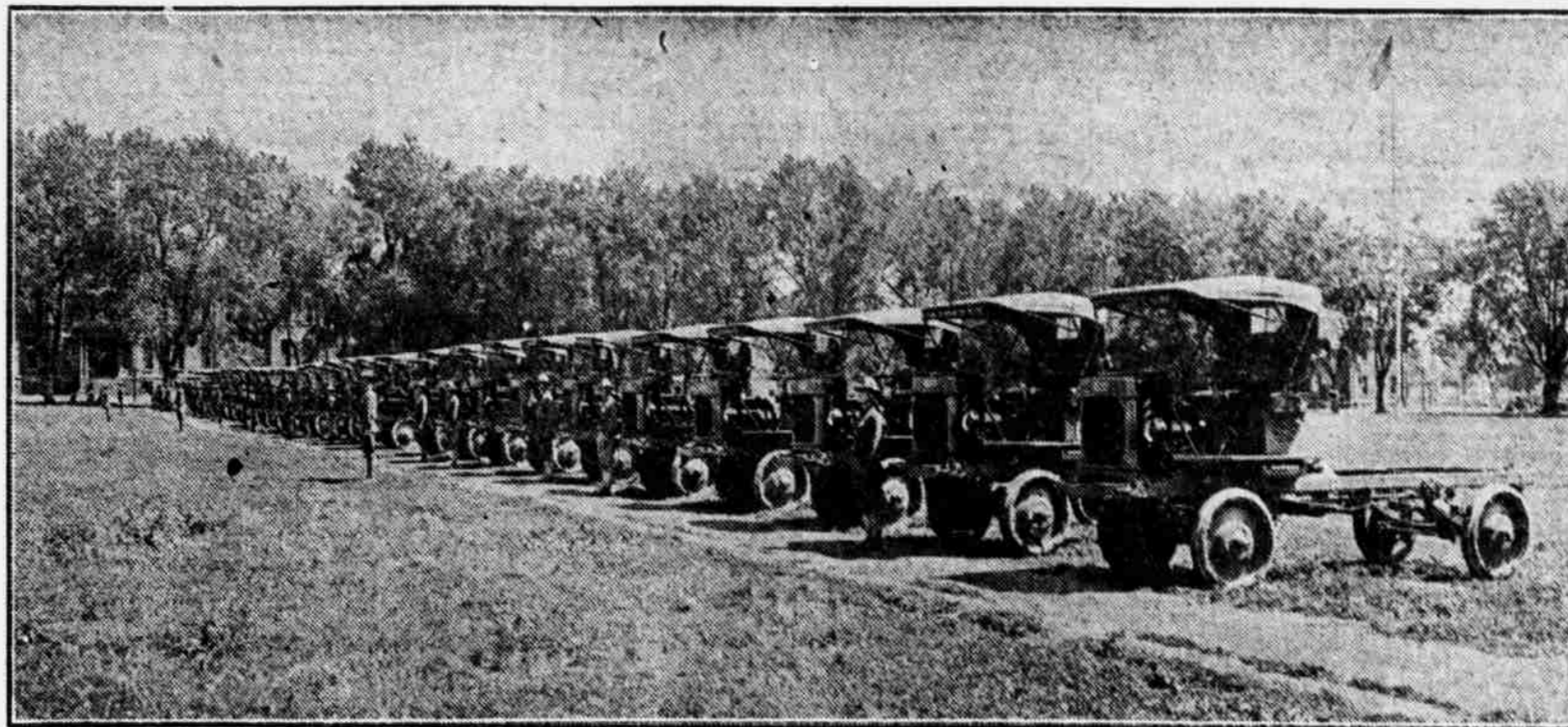
### See Great Future for the Trucks and Tractors on Farms

C. W. Francis of the C. W. Francis Truck company, together with R. D. Owings, president of the Phenix Truck Makers, incorporated, and L. M. Barr of Woodwards, incorporated, spent a portion of last week at the Fremont tractor show absorbing information regarding the tractor and truck situation in this section.

They are optimistic, as are all others connected with the industries. They predict a great future for the truck and tractor business. The opinions seem to be that the farmers will be the big users of trucks as they have been buyers of pleasure cars.

The Francis Truck company and the Phenix Truck Makers see a great future for the truck attachment for the light hauling and quick transportation needs of the farmer.

**TRUCKS READY FOR SERVICE AT FORT OMAHA**—The United States army has already assembled quite a battery of Nash Quad trucks for use in the aviation section of the army and in the balloon work now being conducted at the fort.



## Whipperman's Company Was First Recruited to Full War Strength

Although Frank Whipperman, captain of Company C of the "Dandy Sixth," was laid up for ten days because of a spider-bit arm in the midst of his recruiting, now he shows up with the first company at full war strength.

His company also was the first to have all their "paper work" done correctly for Captain Newbold, the mustering officer. Out of his company of 150 147 were present for mustering.

Captain Whipperman's systematic methods have long been known to Omaha because of the thriving business he has built up in the Omaha Concrete Stone company.

When the Spanish-American war broke out young Whipperman was not 21, but he left his studies at the Nebraska Wesleyan university and enlisted in Company G of the Third Nebraska. He served in Cuba through the war and then, not yet 21, returned and was graduated from the university.

Then he got into the cement and concrete business, first as a traveling representative and later for himself. He is past commander of the Lee Forby chapter of Spanish-American war veterans and has kept up interest in army affairs all along.

### Shortage of Gasoline Not Likely, Says C. J. Corkhill

Speaking of conditions in the automobile business in general, C. J. Corkhill of the Hayes Auto Sales company, evidenced much glee over the various statements regarding the shortage of gasoline.

"Since 1902 I've heard the same statement and the much dreaded shortage is not here yet. It won't come here either. If you can get any oil man to really 'open up' he will tell you why. Prices may advance but they will always be able to buy gasoline at a figure which is within reason."



### Willhall Truck Makes Good Record at Fremont

R. N. Coad of the Willhall Truck company asserts that the tractor show at Fremont was a great success from a demonstration standpoint, as well as from a standpoint of actual sales.

"Early in the week we fell heir to the job of transporting the Cleveland tractor crowd to and from the tractor demonstration grounds and the Willhall did its duty without a groan."

"We also startled some of the visitors through another demonstration which consisted of hauling 400 bushels of corn weighing 2,400 pounds. That is 400 pounds more than we claim our truck will haul."

Persistent Advertising Is the Road to Success.

### Bender, Chicago Man, Spends Week in Omaha and Fremont

J. A. Bender, district sales manager of the motor truck department of the Chicago Pneumatic Tool company, spent last week in Omaha and Fremont in the interest of the Little Giant truck.

Mr. Bender was very much impressed with the magnitude of the tractor show as well as the success of the various demonstrations.

In speaking of the various makes of tractors, Bender ventured the opinion that the light tractor and tractor attachment were the logical machines

for this section unless the purchaser has a vast amount of land.

### New Stearns-Knight Car Appears on This Market

One of the newest Stearns-Knight models, the "Cubist," has been received by the McIntyre-Hayward Motor company.

The Cubist models are much in demand in the east, owing to their clear cut, angular lines. They are quite smart in design and the angular lines do not detract from the grace of design.

The B. F. Stearns company is the first of the higher priced car manufacturers to adopt this design.

### Battery Requires

#### Regularity to Be Right

"When a man who has been living regularly for a number of years takes up a new mode of living which interferes with his regularity," says R. C. Smith of the Delco Exchange Service station, "he suffers a change in his constitutional well being; in fact, he is apt to shorten his life. The same is true of a storage battery. A departure from normal conditions in the battery will shorten its life. A man must perform a certain amount of work, take a normal amount of nourishment, and have a normal amount of rest and sleep in order to remain in perfect physical condition. The same is true of a storage battery."

### May Be a Scarcity of

#### Automobiles by Fall

"Though there is no scarcity of automobiles right now such a condition may exist before the end of fall and the statements of manufacturers urging the public to do their buying now, are based on a clearer knowledge of impending conditions than the public at large is possessed of," says George S. Waite, general sales manager of the Grant Motor Car corporation of Cleveland.

"The increased demand in the farming districts due to the record breaking prosperity of the farmer, is already manifest and will be enough to cause a shortage in the city markets."

### First Season Elgin Agency Reported Very Satisfactory

Frank P. Cavanaugh of the Motor company, Elgin distributors, reports that their first season has been extremely satisfactory. Cavanaugh claims that they have been extremely fortunate in the matter of deliveries, due to the nearness to the point of manufacture and the accessibility of the various railroads. Some of the dealers have been unable to get cars because of the lack of freight equipment.

## WILL KING RECORD STAND FOR LONG?

**That is the Question Local Agents Ask; Record of Nearly 11,000 Miles Non-Stop Run.**

"Will the 10,850-mile nonstop, non-mechanical record of the eight-cylinder King be broken by any other manufacturer in 1917?" is a question which the Noyes-Killy Motor company of Omaha, Neb., is asking. The record, one of the most phenomenal in the history of the industry because of its saneness and educational value, has been investigated by other motor car manufacturers. But thus far no one has secured enough courage to go after the King record in this car service test.

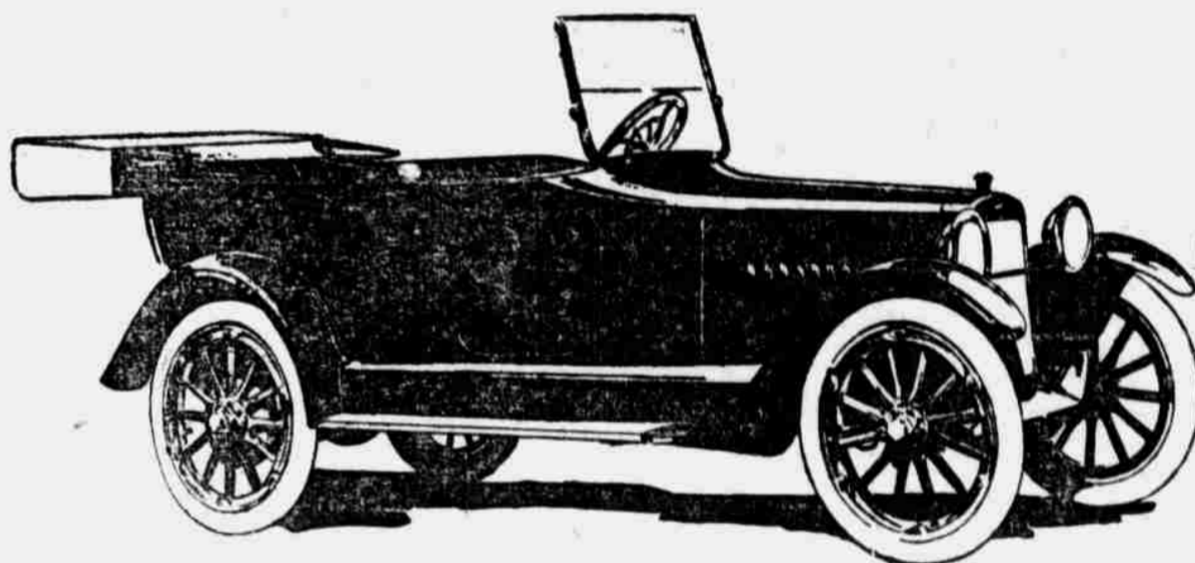
For two weeks, day and night, of continuous running this stock eight-cylinder King circled the oval of the Sheephead Bay motor speedway when it was not running on the highways of Long Island. All the time officials of the American Automobile association, in charge of F. E. Edwards of Chicago, was on duty. Edwards declared it was one of the most strenuous but best educational tests he has ever had charge of.

All sorts of weather were encountered during the fortnight in which the car kept running, but neither burning sun nor cold rain during the chilly nights compelled adjustments or displacements of any sort. The auto stopped fifteen hours, twenty-five minutes and forty-one seconds during the entire 336 hours of the test.

### Hans Wagner Aspires to Lead League Hitters Again

Hans Wagner says his greatest ambition is to lead the National league in batting again before he retires from the game.

# SAXON "SIX"



Now Men Know

That \$200 or \$300 More

Can't Buy a Better Car Than Saxon "Six"

Car values in the same price-class do vary. Men generally know that now.

It is clearly understood that the price of a car does not depend alone upon the actual cost of the materials and the labor that go into the car.

Such factors as the efficiency of the manufacturer, the shrewdness of the purchasing department, the economy in building, the volume of the output are all big and weighty influences upon the final price of any car.

So you see it is possible that a car selling at \$200 or \$300 less than another may have more actual car-value than the higher-priced car.

It is true in regard to Saxon "Six", at \$935, as compared to any other car priced from \$200 to \$300 higher. That we do know. And it can be proved.

Just for a minute consider this phase of the matter.

One car of unusually high-standing—and deservedly so—with the public, costing over \$2200, has these 4 features—Timken axles, Timken bearings, Spiral bevel gear, Exide storage battery—that are also features of Saxon "Six" at \$935.

Another car, costing over \$3000, has these six features—Timken axles, Timken bearings, Fedders

radiator, spiral bevel gear, semi-floating axle, Exide storage battery—that are also Saxon "Six" features.

Five cars costing from \$4000 up have this feature—Spiral bevel gear—that is also a feature of Saxon "Six."

So it goes thruout Saxon "Six" in feature after feature. We can give you many more similar instances showing that 40 cars costing from \$1195 to \$10,000 coincide with Saxon "Six" in two or more important features.

In other words, the important features of Saxon "Six" are the finest quality features that the automobile industry knows.

Several factors have made it possible for the Saxon "Six" to be a quality car and yet sell for \$935.

It is manufactured efficiently; neither time nor labor is wasted or utilized inefficiently. Purchases of parts and materials are made far in advance. The changing conditions of the supply markets are under constant attention. Saving after saving is effected.

Saxon "Sixes" are also built in volume. Buying in quantity and building in quantity open the way to many marked economies.

And the margin of profit on each Saxon "Six" is kept low.

Every corner is clipped save that of quality.

And so we can price Saxon "Six" at \$935 and yet have made it a bigger car-value than any other at \$200 or \$300 more in price.

It is not only a better-value car in point of costly car features, as we proved to you in a paragraph or two above, but it is a better car in point of performance.

If you have followed the hill-climbs, demonstration tests, and other public motor car tests held from time to time you know how often Saxon "Six" has defeated cars not only of far higher price but also cars with eight and twelve cylinders.

And Saxon "Six" has proved its greater prowess not in one phase of performance, but in flexibility as well as acceleration and in speed as well as hill climbing.

It is an all-around, able car under every condition you may face in motor travel.

And men—thousands of them—who have hitherto held \$1100 or \$1200 to be the lowest price for fine-quality cars are turning to Saxon "Six" at \$935.

It has proved its quality to them. They know that \$200 or \$300 more can not buy a better value.

F. o. b. Detroit the price is \$935.

# Decide to Buy a Velie Before the Price Advances

The Velie price is bound to advance some time in the near future; just when we are not in a position to say, but it will come soon. The Velie manufacturers will not sacrifice their reputation in order to maintain a low price. That means but one thing, an advance in price.

Make comparisons before you buy. Pick out any car priced \$300 higher than the Velie and compare the two. Then you will admit that the Velie is underpriced. This fact alone should convince you that the Velie is the logical car to buy.

There is an immense satisfaction in knowing that you have ample room, the finest construction, and power for any road or grade. No car in America today has a more enviable reputation. Its powerful special Continental motor insures you silent, velvety speed upon the highway and energy for any climb. Its deep tufted, genuine leather upholstery and long, underslung springs give you a new experience in car comfort. Timken axles front and rear, are examples of our high grade features used throughout. Make this the longest, pleasantest touring season, by ordering your Velie for prompt delivery. Don't be disappointed. Don't delay. Buy now, when the price is low and realize upon this extra value.

VELIE MOTORS CORPORATION

MOLINE, ILL.

L. E. DOTY, Inc.

OMAHA, NEB.

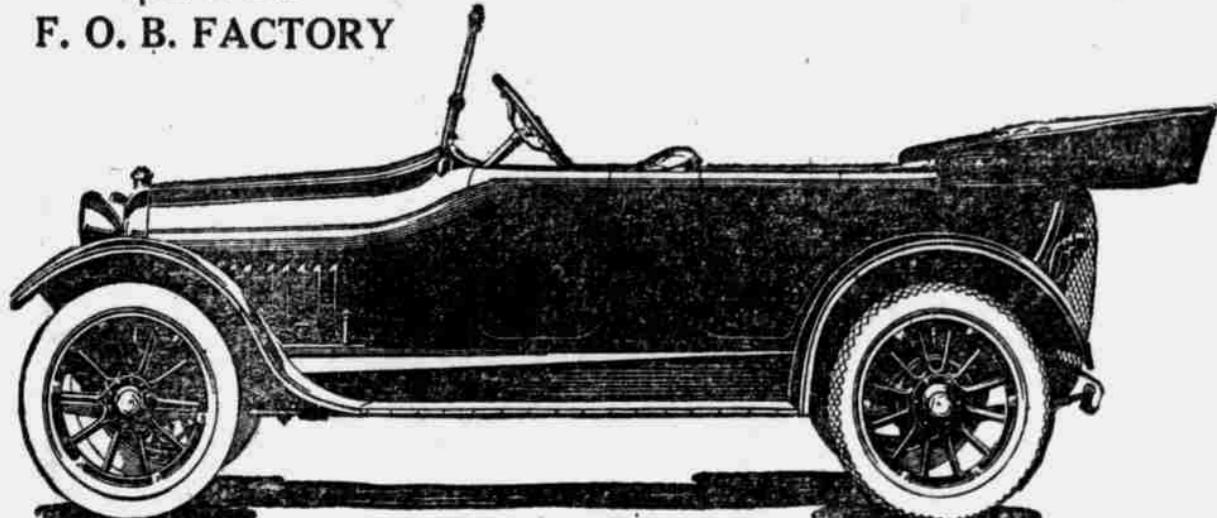
Douglas 8564

2027-29 Farnam Street.

Immediate Deliveries.

\$1185

F. O. B. FACTORY



## Noyes-Killy Motor Co.

Factory Distributors.

2066-68 Farnam Street.

Omaha, Neb.