

## LINCOLN HIGHWAY HAS FINE STRETCHES

Secretary Smythe of Omaha Auto Club Reports on Conditions as He Finds Them.

The roads in the vicinity of Schuyler and Central City are among the best in Nebraska, according to the report of S. E. Smythe of the Omaha Automobile club, who recently made the trip west with H. C. Osterman, field secretary of the Lincoln Highway, in the Lincoln Highway car. The farmers there are making use of the five oilers donated to the association and the results are worthy of the efforts expended.

As a whole the roads between Omaha and Cheyenne are only fair, but the stretch of all-weather road from Sutherland into Cheyenne is excellent. This is a distance of 209 miles and the compressed all-gravel roadbed is like a newly-laid city pavement. The worst place that was struck was at Big Springs, where four miles of sand-washes proved a detriment to easy travel.

Mr. Smythe says that Kimball county, which has one-twentieth of the population of Douglas county, also has an all-gravel road, while the same and dust an automobilist experiences on the highway here is known to everyone.

**Sees Doug Fairbanks.**  
At Cheyenne Douglas Fairbanks with his company of fifty people were making up a picture entitled "Fancy Jim Sherwood," which he promised would appear in Omaha shortly. Incidentally, while there Douglas signed up Sam Brownell, champion rough-rider of the world, who participated in Frontier Days at Cheyenne.

The Yellowstone road from Cheyenne through is in fair condition, but at Lost Cabin a detour is necessary through Woodward and Ten Sleet, thence to Basin.

Another detour is also necessary between Cheyenne and Rawlins. From Cheyenne it is advisable to go to Tie Siding, then to Saratoga, and following this road, back to the main highway. While traveling along this detour the two observers sighted Carbon, which is the nearest ghost city of the west, formerly a large mining town, but now absolutely devoid of life.

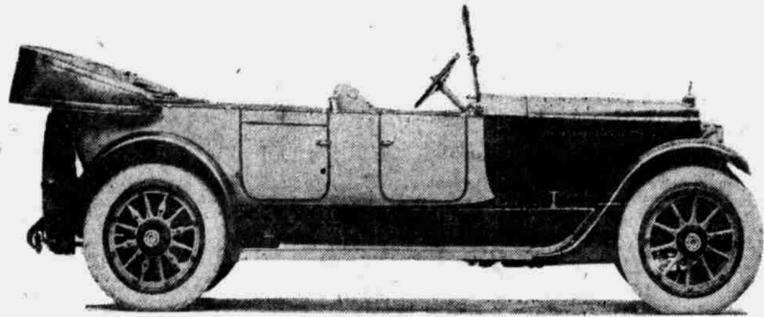
### Saxon Dealers to Start Harvest Campaign Soon

Instead of being the slack months for the retail automobile business, July and August, this year are proving to be the big selling months.

The fall has been shoved back into summer so far as motor car selling is concerned. This fact has been brought home so forcibly to Saxon dealers in all parts of the country that they are now starting a sales program to be known as the harvest campaign.

Reports from the Saxon retail organization dwell mainly upon two points with respect to business. They say that all over the country people who hesitated to purchase cars last spring are now seeking them in mid-summer, and also that the present crop outlook and the general speeding up of all kinds of business have opened new sales fields for the automobile.

## New Packard Twin Six is Model of Beauty



Lines that carry more of beauty while yet retaining those hall marks which long have distinguished Packard cars are the first appeal of the new series Twin-Six just announced. In both open and enclosed carriages of the new model the long and low effect is strikingly apparent.

The top of the higher, narrower radiator breaks crisply into the beveled shoulders familiar in Packard radiator design. The free-flowing

fuselage line of the new car follows the plan of the narrowing bevels, merging gradually into the cap molding of the car. A form-fitting windshield intersects at a smart angle.

First cars of the new series are now being shown. Each of these first cars has been finished in derby red. Those who have seen a typical car of the new line speak of it as a new creation.

Changes in the Twin-Six motor are refinements of detail. The full power,

smooth action and economical performance of the Twin-Six have established the twelve-cylinder engine in the favor of the motoring public. In the new series, the channeling of the gas passages in the cylinder head has been improved, to insure an ever better distribution of fuel to the cylinders and thus to attain to even more marked economy, especially in handling low-gravity gasoline. The new motor is notable for its clean design.

The control has been simplified. A clean steering column is achieved by removal of the control board and placing of ignition, lighting and fuel mixture controls in a convenient setting on the instrument board. The gear shift lever is in the central position. The wheel base of the 3-35 is 136 inches and that of the 3-25 is 128 inches.

There are seventeen different body styles in the new line, each of them suited to a purpose and expressive of the best taste in the coach builder's art.

All bodies are roomy and comfortable. The open cars are upholstered in straight-grain, hand-buffed leather, plaited. Interiors of enclosed carriages are tailored in soft textures, patterns of which may be selected from a wide variety of weaves. Lustrous finish and perfect appointments give the final touch of elegance to the new series cars.

## MACHINE MARVELS LOWER CAR COSTS

Aid in Reducing Expense of Manufacturing Motor Cars by the Maxwell Company.

"Mechanical marvels are frequently produced by great scientists working to further the efficiency in manufacturing goods," asserts C. C. May. Perhaps the most modern thought of scientists in the mechanical field is expressed in a unique machine that has been installed in the Detroit plant of the Maxwell Motor company, Inc.

"The Mechanical marvel is one of a battery of eleven of its kind used in the giant machine shops of the country. It is one of the reasons for the big production of the Maxwell plant.

**Rapid Working Drill.**  
"Forty-eight holes are bored at one time in a motor casting by the machine. The entire drilling job is performed in one minute and forty-eight seconds.

"Each of these machines represents an investment of \$50,000 by the Maxwell company. Its automatic work operates to save money for the ultimate motor car buyer.

"The drills are to be seen projecting through the holes in the walls of this hungry metal worker. They protrude downward from the top, up through the bottom, and forward from the back and side-parts of the monster machine.

**Work is Automatic.**  
"When in use the main motor casting is placed on the base of the drilling machine and made fast. It fits tight on the base and when the power is applied the drills automatically bore into the casting. In less than two minutes thereafter all the valve stem holes and other drill holes required in the efficient and standardized power

plant are drilled to a fraction of a thousandth of an inch.

"The capacity of these super-dreadnaught drillers is 500 motors daily. Operators of this battery of costly machines must bring skill and mechanical knowledge to their tasks. They are paid from \$9 to \$11 a day for their work.

"It is because of this and similar improved factory methods that the Maxwell production reaches the 100,000 car figure a year."

### Grant Motor Car Concern Builds Immense Addition

Though the Grant Motor Car corporation moved into a big, new factory only eight months ago the production of the Grant Six has grown so rapidly that the company is already compelled to increase its facilities by the building of an \$80,000 addition.

"With building material prices as high as they are now and labor as scarce as it is," says George S. Waite, sales manager of the Grant company, "it is a safe bet that we wouldn't get along without it. When we occupied the present plant last January we thought we should be able to take care of production for a year or two. We expected to grow, but like the man in the song, we didn't expect it so soon.

"The additional factory space will be in use before the first of the year, and will enable us to increase the output of Grant Sixes for early spring delivery by 25 per cent.

"Events have greatly expanded the market of the Grant Six and we are looking forward to a continuation of higher price levels for several years. While we are not ready to announce our 1918 plans, we can say that they will contain some genuinely surprising details.

"Right now the farm field is occupying most of our attention. Sales already indicate that the farmers are buying cars on a scale that eclipses all former records. Both in the farming territory and in the cities the Grant Six is enjoying phenomenal popularity. There is no gloom in the Grant Six organization."

## GAS BIKE DEALERS TO MEET IN OMAHA

Victor Roos, Distributor of Harley Davidsons, Lands District Convention for Five States.

Victor Roos, who recently returned from Milwaukee, home of the Harley-Davidson cycle products, succeeded in having the western convention held in this city for Harley-Davidson dealers from Nebraska, Iowa, South Dakota, Kansas and Colorado.

In place of holding a national show at Chicago in the fall of the year, as in former years, there will be several conventions held in different sections of the United States, Omaha being chosen for the middle west. The convention will be held during the early part of September.

Four more three-speed single-cylinder Harley-Davidsons have just been delivered by Victor H. Roos to the Nebraska Power company for use in its service department.

While at the Harley-Davidson factory last week Mr. Roos learned prices are to be given a boost on both motorcycles and bicycles, and as a consequence another floor of the building he is now in had to be appropriated to house the stock purchased while there.

### Mammoth Forge Shop is Willys-Overland Marvel

One of the many individual marvels at the Toledo factory of the Willys-Overland company is the mammoth forge shop. Here are used eighty-five steam hammers and fifty-seven forging and "upsetting" machines, the latter being for flanges, hinges and heads of various parts. Over 2,000,000,000 cubic feet of artificial gas are used annually by the forge furnaces. Seven billions of gasoline, or 1,000 tank cars, are consumed yearly in the forge shop.

See Want Ads Produce Results.

# CUT PRICE TIRE SALE

Here is a golden opportunity for you to purchase fully guaranteed auto tires at less than factory cost.

EACH.	EACH.
5 32x3 Clincher plain...\$8.50	9 33x4 Dunlop non-skid, \$15.00
4 30x3½ Dunlop plain...\$9.00	3 34x4 Clincher non-skid, \$15.25
1 30x3½ Dunlop non-skid...\$9.50	3 34x4 Clincher plain...\$14.50
13 31x3½ Clincher plain...\$9.50	7 35x4 Clincher non-skid, \$15.75
7 31x3½ Clincher non-skid, \$9.90	5 34x4 Dunlop non-skid, \$15.75
7 34x3½ Clincher plain...\$11.50	10 35x4 Dunlop plain...\$15.25
2 34x3½ Dunlop plain...\$11.50	1 36x4 Clincher plain...\$16.00
3 34x3½ Dunlop non-skid, \$12.25	2 36x4 Dunlop plain...\$16.00
2 34x3½ Clincher non-skid, \$12.25	3 36x4 Dunlop non-skid...\$16.50
5 30x4 Clincher plain...\$12.25	1 36x4 Clincher non-skid, \$16.50
2 30x4 Clincher non-skid, \$16.10	6 35x4½ Dunlop plain...\$20.00
1 31x3 Clincher plain...\$13.50	6 35x4½ Clincher plain...\$20.00
4 32x4 Dunlop non-skid, \$14.50	3 35x4½ Clincher non-skid, \$21.00
2 32x4 Clincher non-skid, \$14.50	2 36x4½ Dunlop plain...\$20.25
13 32x4 Clincher plain...\$13.75	3 36x4½ Dunlop non-skid, \$21.50
15 33x4 Clincher plain...\$14.25	3 37x4½ Dunlop non-skid, \$22.50
4 33x4 Clincher non-skid, \$15.00	1 37x4½ Clincher plain...\$21.25

These prices are made to dispose of same at once. Terms cash.

## Lininger Implement Co.

Sixth and Pacific Sts., Omaha, Neb. Telephone Douglas 109.

# REO

## This Is America's Most Refined Six

- IN A DOUBLE SENSE** the new Reo Six is entitled to that distinction.
- IN BEAUTY OF LINE** and curve this Reo appeals to persons of refinement and good taste.
- IN FINISH** and appointments it is a car for the elect.
- IN PRICE** it is well within the reach of those who demand a car of sterling quality and handsome appearance, but who do not depend on an automobile alone to lend them social distinction.
- THIS SIX IS GENUINE** throughout. Nothing shoddy—no imitations—no substitutes.
- AND ITS BEAUTY** is not merely skin deep—internally Reos are even more carefully made.
- THAT'S WHY WE SAY** this Reo Six is America's most refined car.
- REFINEMENT OF DETAIL**—Little improvements made wherever and whenever the need or the opportunity appeared, over a period of years, have resulted in an highly perfected product.

- NO NEW SIX**—no "one year" model—could possibly give the same service as this Reo that has passed through the severest of all tests—several seasons of actual use in hands of owners everywhere and under all kinds of conditions.
- MOST MAKERS CHANGE** models from year to year. This year's model is radically different from that of last year.
- WE REO FOLK** do not do that. We begin with a solid foundation—the chassis design that is the result of long years of successful building of good automobiles.
- THEN WE STRIVE** from day to day to improve on that standard model till it is as nearly perfect as is humanly possible.
- THE LOW UPKEEP**; the few repairs; the wonderful dependability, and the small depreciation in value after years of use are the result of that policy.
- DEMAND**—is in keeping with the quality—the value. And that is unprecedented.

JONES-OPPER CO.

2043-45 Farnam St., Omaha, Neb. Distributors Eastern and Northern Nebraska and Western Iowa.

A. H. JONES

Hastings, Neb. Distributor Southern and Western Nebraska and Northern Kansas.



Six-Cylinder Reo 7 Passenger Touring \$1385

4-CYLINDER REO 5-Passenger Touring...\$985

¾-TON REO TRUCK with express body, top and windshield...\$1125

2-TON REO TRUCK CHASSIS, with seat and cab only...\$1800

Price is f. o. b. Lansing and is subject to increase without notice.

## THRIFTY AND BEAUTIFUL—WHERE CAN YOU MATCH ONE OF THESE TEN AUTUMN CHALMERS

They are all from thirty to ninety days ahead of the time, for they are the advanced autumn and winter styles. So, in buying a car now you will find that the newest devices, the latest improvements and the most recent developments in motor car building are right here in a Chalmers. And there are ten of these Chalmers. You will find among them a full range of types from an eighty mile an hour (guaranteed) speedster to a sedate limousine, or a sensible, thrifty touring car to a decidedly smart town car, etc., etc. They are without a question the best looking cars that Chalmers ever built. But more important they are the most thrifty cars that Chalmers ever built. Picture all the car you want, all the room you can use, all the speed you ever dare use, all the power you can ever wish for, all the "hang to the road" quality you could desire. And then bear in mind that these Chalmers are not large cars but light cars, that they have less than a thirty horse power engine (which means much every time you fill the gas tank) that a new tire does not cost a small fortune and that one tire lasts many and many a day. Good points to stick in your mind and pleasing to ponder over after you have once seen how striking in beauty the ten new Chalmers really are. See them at once. You can buy now and save.

TOURING CAR, 5-PASSENGER	\$1250	TOWN CAR, 7-PASSENGER	\$2925
TOURING CAR, 7-PASSENGER	\$1350	TOWN CAR, LANDAULET	\$3025
STANDARD ROADSTER	\$1250	LIMOUSINE, 7-PASSENGER	\$2925
TOURING SEDAN	\$1850	LIMOUSINE LANDAULET	\$3025
CABRIOLET, 3-PASSENGER	\$1625	RECORD SPEEDSTER	\$2500
DUPLEX, 4-PASSENGER	\$1475		

ALL PRICES F. O. B. DETROIT AND SUBJECT TO CHANGE WITHOUT NOTICE

### WESTERN MOTOR CAR COMPANY

2054 Farnam Street. Western Distributors Omaha, Neb. Phone Douglas 4904. CHAS. R. HANNAN, JR., President. WALTER S. JOHNSON, Secretary and Sales Manager. E. V. ABBOTT, Vice President and General Manager. Branches—Lincoln, Hooper, Hastings, Nebraska, and Wichita, Kansas.