

CHALMERS WINNER IN ROAD CONTEST

With Mayor Acting as Judge, Chalmers Car Makes Great Showing on Bad Roads.

Clarksburg, W. Va., Feb. 16.—A 1918 five-passenger Chalmers, property of a private owner, has by default at Clarksburg, W. Va., just won a sensational contest from a challenger who failed to toe the mark at starting time.

The rivalry between the Chalmers and another car has created much partisanship at Clarksburg. The other dealer finally issued a public challenge which was immediately accepted—not by Chalmers dealer, but by Mr. Homer Stroshider, a most enthusiastic owner of a Hot-Spot Chalmers.

Within 30 minutes after the challenging agent reaffirmed his deft, a contest agreement was drawn and presented for his signature. But when it came right down to brass tacks, Mr. Stroshider lost his "brass." He threw up the sponge before the preliminary bout was concluded.

Not to be denied an opportunity of setting up a mark for other cars to shoot at, the Chalmers owner invited Mayor G. H. Gordon of Clarksburg to witness the contest as it was finally staged without the assistance of the challenger.

On January 6 with Mayor Gordon riding in the car the test was started just as though the defaulting competitor were on the job, and the following remarkable results were obtained:

Eighteen and one-sixth miles on one gallon of gasoline. This fine record was made over roads that were covered with slush and snow—and in face of a drizzling rain.

The second and third articles of agreement specified certain difficult grades in the vicinity and known as the "Four mile" hill. This was covered with snow and is characterized by two particularly dangerous curves.

In a sworn statement the mayor certifies that the Chalmers made all the hills in high gear; and that the car was slowed down to about three miles per hour, 25 feet from the bot-

COMES TO OMAHA FOR THE CADILLAC



W. A. Krause

Well known in Cadillac circles, has recently joined forces with the Jones-Hansen Cadillac company.

tom of the hill and then by masterful acceleration went over the top of the hard grade at 13 miles per hour.

A feature of this event was that the car was not only privately owned but that it was in no way different from the ordinary car in an owner's garage. During the test the top and windshield were up, spare tire on rear and full kit of tools were carried.

Sprague Tire and Rubber Company Stock Oversubscribed

Beginning with October 22, when the first subscription was received by the Sprague Tire and Rubber company, in 95 working days from that date \$900,000 of this stock was bought and paid for. It is said that the stock has been oversubscribed more than \$50,000.

Mr. Sprague, head of the concern, has been a resident of Omaha 25 years. Twenty-three years of that time was spent in the rubber business.

CADILLAC EXHIBITS STANDARD MODELS

Readster and Four-Passenger Car Announced as Addition to the Line; Snappy New Bodies.

According to J. H. Hansen of the Jones-Hansen-Cadillac company, two notable additions to the Cadillac line will be given their first general exhibition during the Omaha show.

One is a new four-passenger car, which comes within the sport classification. The other is a new roadster design.

The lines of both are exceedingly attractive, because of their dash and raciness, yet both cars retain the dignity and permanence of style which are characteristic of all Cadillac design.

Successors of Roadster. These cars are the successors of the roadster and the phaeton, with a 125-inch wheelbase. The chassis is that of the other Cadillac models, with an eight-cylinder V-type engine.

Both cars are given a long, low appearance by reason of the absence of vertical lines. The stream-line effect is accentuated by a newly designed cowl. This maintains the sloping line of the top of the hood, from the radiator to the windshield, without a break or a curve. The windshield on both is set at a slight angle, all moulding is eliminated from the hood panels, and the hood louvers are set very close together, there being 25 of them.

Gives Rounded Effect. A wide Grecian bow at the rear of the top of the two-passenger car gives a rounded effect and eliminates the rather sharp angle which is ordinarily seen in roadster tops having bows of the common type. Another distinguishing touch is the use of beveled plate glass instead of celluloid in the rear curtain. This plate is 27 inches long and almost 8 inches wide. It is mounted in a concealed wood frame.

The rear top curtain of the four-passenger car has the same arrangement.

Both these new models are now on display in the show room of the Jones-Hansen-Cadillac company, Twenty-sixth and Farnam streets. The other standard Cadillac models

are: Seven-passenger car, four-passenger convertible victoria, five-passenger brougham, four-passenger town limousine and town landaulet, seven-passenger limousine, landaulet and imperial.

Tire Manufacturers Look Far Ahead of Needs of Motorists

"Make two miles grow where one grew before." This is what both tire manufacturer and consumer are interested in now more than ever before.

For years the great rubber manufacturing companies have employed the best brains of the country to put the best materials obtainable into tires. They have conducted extended experiments in the field and in the laboratory, and have created efficient machinery and equipment to the common end that pneumatic tires might be made better than the tires of a decade ago.

In this program the Goodyear Tire and Rubber company has been one of the recognized leaders. That motorists might derive the greatest mileage from their tires, this company introduced the dealer service idea. So that now motorists are not only able to purchase better tires than formerly, but are informed along tire conservation lines. Advice on tire inflation, detection of stone bruises, tread cuts and other tire ailments—all these the tire buyer receives when purchasing a tire.

Inspect All Tires. But the building of miles into tires goes even beyond that. Often tire hills are beyond hope of cure by the owner, and an appeal to the tire repairman is necessary. And the far-seeing repairman does more than repair the tire that is brought to him—he inspects the other three tires for impending trouble. This is his service.

In the manufacture of proper repair materials the needs of vulcanizers are kept well in mind. The every day problems of the repairman are being duplicated at the factory constantly, testing out the materials thoroughly before they are permitted to go out to the users. Even the containers and methods of packing are not overlooked in furnishing the best line of repair materials possible.

Right materials consistently used expresses the idea of the progressive repairman. And the Goodyear company is expending a large share of its energy in supplying the best of repair materials.

SECOND BIG "DRIVE OUT" FROM FACTORY

Service Trucks Being Delivered in Spite of the Heavy Snow and the Extreme Weather.

The demand for Service trucks has grown so strong, the distributors are being so hard pressed for deliveries that the Service factory no longer waits for freight cars for shipments of its product.

Following a Wednesday "drive-out" of seven trucks including three five-tonners, one three and one-half ton and three two-tonners, all for New York City, comes Mr. Hoffman of the Seitz Auto company, Service representative in Baltimore, with a squad of drivers who left the factory with eighteen trucks. Practically every model constructed by the local concern is represented in this fleet.

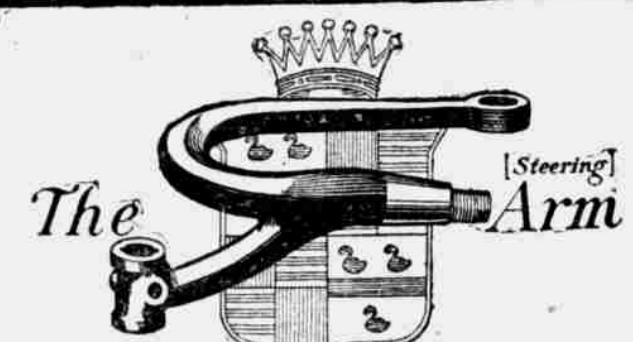
These trucks have been doubled mounted on the larger trucks. This method is used not only for convenience to the drivers, but also for economy of gasoline and oil, which will be a war-time saving.

Mr. Hoffman states that although they have been making this trip in from three to five days it will no doubt take them perhaps ten days on this trip, owing to the heavy snows and extremely cold weather.

Omaha Ford Distributor To Manage Sioux City Shop

Announcement was made last week to the effect that C. E. Paulson, wholesale manager at the Ford Motor company, Omaha branch, had resigned to accept an offer from the Ford distributor at Sioux City, Ia.

Mr. Paulson has been at the Omaha branch for the last two years and during that time has built up a large acquaintance among Ford dealers and owners. He will go to Sioux City as manager of the J. V. Thorndike company. Mr. Paulson has also acquired an interest in this company.



As a link between the driver and the road the Steering Arm must be a piece of metal to swear by.

A small knob is forged on Cadillac Arms, then removed and examined by men who have an eye for fine metals.

This extraordinary precaution is a test for the required silky texture of the nickel steel, and a check on the heat treatment.

CADILLAC

All types and especially finished Cadillacs await your inspection

Jones-Hansen-Cadillac Co.
Authorized Factory Distributors
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See Want Ads Are Business Boosters For Business

Have Your Tire Experiments Paid?

WE Goodyear Service Station Dealers notice a common tendency on the part of motorists to experiment with one make of tire after another.

Doubtless the practice is interesting, and doubtless also it is needlessly expensive.

For there can be only one best tire, and it is to this tire that such experiments invariably lead.

How much more satisfactory it would have been to have chosen this tire in the first place, and to have enjoyed its goodness in all the time that followed.

To our customers who desire to reach the goal of such experiments at a single step, we unhesitatingly recommend Goodyear Tires.

It is our conviction, based on long experience and thorough observation, that they are the best tires one possibly can buy.

From a position of comparative obscurity a decade ago, they have advanced by sheer merit to the very first place in the tire world today.

We know that their quality, backed by the service with which we follow every purchase, offers the user a value not to be equaled in any other way.



This sign identifies the Goodyear Service Station Dealer.

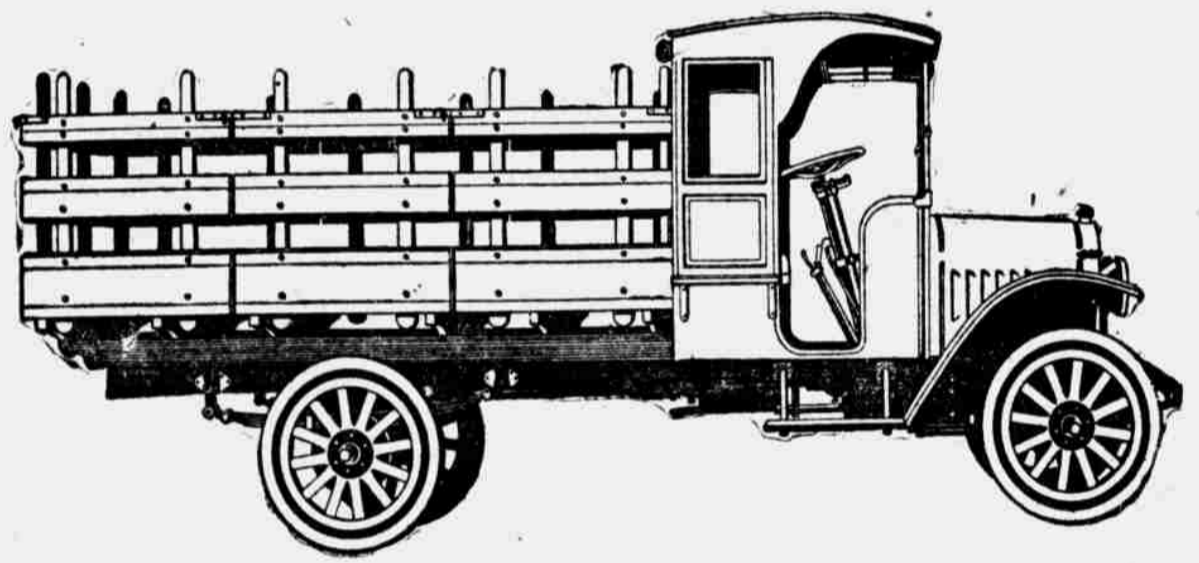
Goodyear Tires, Tubes and Accessories are always kept in stock.

- HOLMES-ADKINS CO.,
4911-15 South 24th St.—Phone South 420.
- NATIONAL AUTO SCHOOL,
2814 North 20th St.—Phone Webster 5943.
- TROUP AUTO SUPPLY CO.,
1921 Farnam St.—Phone Doug. 5230.
- THE NOVELTY REPAIR CO.,
4809 South 24th St.—Phone South 1404.

- ORR MOTOR SALES CO.,
Packard Show Room.
- CHAS. W. WALKER GARAGE CO.,
Fontenelle Garage—Auditorium Garage,
and C. W. Walker Garage, 36th and Farnam Sts.
- COUNCIL BLUFFS AUTO CO.,
510-518 Pearl St., Council Bluffs—Phone 2691.
- S. & A. TIRE & RUBBER CO.,
2522 Farnam St.—Phone Doug. 3854.



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These great minds have found a way to make trucks stronger, yet lighter in weight (more thought and less metal went into the truck). These great minds have found ways to build them better, yet at less cost.

That's one reason why you can buy a Maxwell for \$400 less than any other truck of similar capacity in the world.

That's one reason why the Maxwell has a verdict of close to 100% perfect from its service record based on the 6600 Maxwell trucks now in use.

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