

MAXWELL IS USED BY SALESWOMAN

Roadster Rolls Up Big Mileage Visting Picture Studios of Los Angeles; Easily Handled.

The first recorded instance of a saleswoman who has adopted the Maxwell Roadster in daily service comes from Los Angeles. She is Miss Lorena M. Wade of the Witzel studios in that city.

Miss Wade's work calls her chiefly to the large moving picture studios around Los Angeles. She makes daily trips to all of the big Hollywood plants and also the studios at Culver City in her car and rolls up a daily average of from 50 to 100 miles.

Miss Wade drove her first Maxwell 28,000 miles in the course of her work before trading it in on the snappy new roadster that she is driving at present.

"My work would simply be impossible without the use of the Maxwell," says Miss Wade.

"The Maxwell is so easy to handle and rides so well that it does not tire me to drive it even 100 miles a day, and I frequently do. And as for tire and fuel economy it has proved itself to be a regular Hooverizer in these respects."

DRIVEAWAY IS POPULAR WITH COLE DEALERS

"There is no more impressive evidence of the popularity of the new Cole Aero-Eight than the large number of dealers who are fairly besieging the factory at Indianapolis, Ind., for cars to drive through in order to hasten deliveries to purchasers clamoring for their cars," asserts L. H. de Brown of the de Brown Auto Sales Co.

"Dealers are coming into the plant from New York to Denver for cars. In addition to the regular shipments by rail into all territory not under embargo which are made whenever flat cars or box cars are available and express shipments made whenever permitted, a score or more of the Aero-Eights have been listed for driveaways every week.

"The entire output of the Cole plant, from the present well into the month of July, is already booked.

"Current comment of the dealers who are arriving at the factory is that the driveaways are proving highly practicable. The action of the cars on the road is so impressive and their striking economy from the very start—which increases as the cars are run in—is proof of Aero-Eight capacity that is irrefutable. Many of the dealers on that account are bringing with them to the factory prospective purchasers and are turning their driveaways into veritable demonstration tours."

The Value of Paint

Most car owners assume that paint is used on the car, simply for appearance sake. Not so, paint protects the surface below it from various ills, from rotting when the surface is wood, from rusting or corrosion, when it is metal. The wise car owner will not allow the paint about his vehicle to chip off and the surface below to be exposed to the elements. An ounce of touching up with paint is worth a pound of parts renewals.

Women Work at Grant Auto Factory to Release Men for U. S. Fighting Line



At the Grant Six factory in Cleveland young women now constitute about one-fifth of the working force. Dressed in the blouse and bloomer costume adopted by women workers in English munition factories, the hundred or more women in the Grant shops have proved quite as skillful and as satisfactory as the male workers that they have replaced and released for other work.

"In all jobs requiring quickness and deftness women are superior to men," says William Hummel, general superintendent of the Grant Six factory. "In the stockrooms, in the assembling of many small parts, in such operations as attaching the vacuum tank to the dash or assembling the running boards women are entirely capable. For anything requiring strength or lifting they are, of course, out of the question."

"In the Grant Six factory the girls and women are in charge of a matron. We have provided spacious dressing rooms and rest rooms, and the physical condition of the women workers is carefully looked after. We find that the girls like the work, and one glance at the group employed in the Grant Six shops shows that it agrees with them. To see them romping during the noon hour, you'd think they were going to school."

OMAHA MAN TO MANAGE CHICAGO GOODYEAR BRANCH

Announcement was made last week to the effect that Joe M. Dine, manager of the Goodyear Tire and Rubber Co. branch in Omaha, has been appointed assistant manager of the



Chicago branch. Dine will leave Omaha about the first of July.

During the five years which Mr. Dine has spent in Omaha the business of the Goodyear Tire and Rubber Co. has grown from \$200,000 per year to \$2,000,000 per year; the sales force has been increased from three salesmen to 20 and the floor space

has been increased about 300 per cent. The Chicago branch of the Goodyear Tire and Rubber Co. is the largest branch of this kind in the world and is credited with a business of between \$12,000,000 and \$15,000,000 per year, according to Dine.

C. A. Cramer of Cedar Rapids, Ia., has been appointed manager of the Omaha branch and will assume his new duties July 1.

Noted Cadillac Lecturer Talks in Omaha This Week

E. Phil Merrill, who has been in charge of the Cadillac educational department at the factory at Detroit for a good many years, will be in Omaha all this week.

The Jones-Hansen-Cadillac company has arranged to have Mr. Merrill lecture on the ins and outs, the wherefores and whys of the Cadillac car. These lectures will be given every afternoon at 3 o'clock and every evening at 8 o'clock, beginning Wednesday and ending Saturday.

Mr. Merrill is recognized in the automobile world as an expert and authority on motor car design and construction. He makes a study of this work, and can tell the reasons why the Cadillac car has been so universally satisfactory for so many years. Mr. Merrill will be very glad, indeed, to have Cadillac owners or Cadillac admirers come to these meetings at the salesrooms of the Jones-Hansen-Cadillac company, on Farnam street at Twenty-sixth, and ask any questions they might desire.

In speaking of the proposed lectures, Mr. Hansen said: "We hope to have a large gathering at each meeting. Our salesmen have been asked to refrain from talking sales at these lectures, but will be on hand to answer any questions that prospective buyers or Cadillac owners might care to ask." Mr. Merrill may be remembered by many Omaha people, as he

Auto Man Says Interurban Gas Cars Would Relieve R. R.s

"To help the railroads catch up with the freight demands that are now swamping them, the return loads bureau plan could be applied to passenger car travel over short distances between towns connected by improved highways," suggests Carl

Changstrom of the Standard Motor Car company.

"In fact, I understand there are several companies operating passenger automobiles between certain cities and the adjacent suburban districts. These companies have definite schedules enabling residents living on the routes to know just when they can catch a car.

local drug, fruit or confectionery store to act as waiting rooms, which would in turn mean increased sales for them, passengers can await the arrival of a car just the same as at a railroad station. This two-way-passenger-load-plan should enable the company to keep its fares at popular prices and still make good profits."

For quick results, try Bee want ads.

BETHLEHEM MOTOR TRUCKS



Put a Bethlehem on the Job

Hard Jobs—You can't stop a Bethlehem with any road or any distance. The big husky motor endures, the internal gear drive delivers all the horse-power to the rear wheels always. The pressed steel frame has a plus strength over its overload capacity, the axles are stronger than the deepest rut. An examination of a Bethlehem will take but little time and may solve your delivery problem.

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Internal Gear Drive Dependable Delivery

\$1915

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BETHLEHEM TRACTORS

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Write for Catalogue.

J. T. STEWART MOTOR CO.
2048 Farnam Street, Omaha, Neb.
Distributors Nebraska, Western Iowa, South Dakota.

Proved by the Sternest Trial

IT is only natural that we Goodyear Service Station Dealers should take pride in the accomplishments of Goodyear Cord Tires on the speedways.

We have sold these tires to our customers as the very best that are now produced, and we have seen them make good in every particular.

But there is a dramatic flavor about racing performance that is unequaled in any field of ordinary service.

No other usage crowds so much of heat, strain, punishment and fatigue into so short a space of time, and no other demonstrates so graphically a tire's superiority or fault.

Goodyear Cord Tires won every officially recognized race held on the speedways and tracks of America during 1917.

This is an amazing record, but more amazing still is the fact that every victory won by these tires has been a non-stop run.

What this means as evidence of the vigor and almost invulnerable strength of Goodyear Cord Tires cannot well be described in words.

Suffice it to say that the spring, vitality and endurance which have made Goodyear Cords supreme on the speedway are the qualities which will deliver you unmatched satisfaction from them on your car.

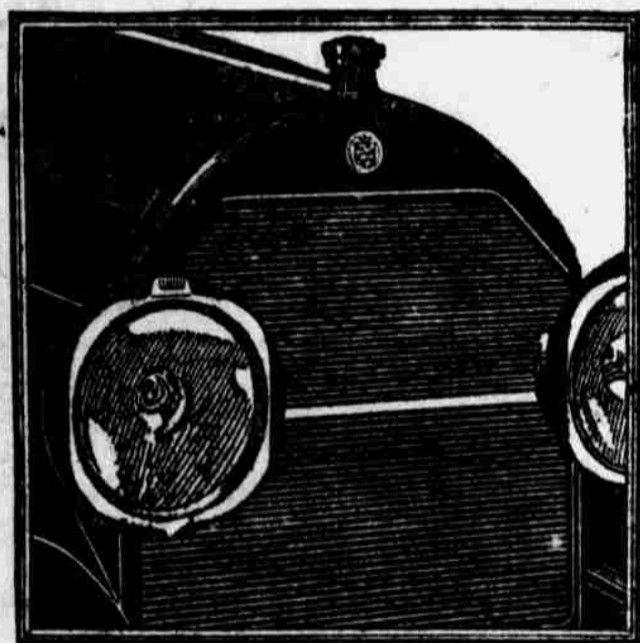
This sign identifies the Goodyear Service Station Dealer.



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

- BLACKSTONE GARAGE CO.,**
3814-16 Farnam St.—Phone Harney 800.
- 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.

- JONES-HANSEN-CADILLAC CO.,**
Farnam and 26th—Phone Harney 710.
- 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.



THERE has been no new Cadillac for four years, and not even in the lesser externals can we see warrant for change for a long time to come.

The facts are so obvious that we feel warranted in speaking more bluntly than usual concerning the present status of the V-Type Cadillac.

It stands today, the world over, in a position of almost undisputed leadership as a smooth, level-running piece of motor mechanism, without a peer.

Expressing it in more practical terms, we believe it to be universally conceded that the Cadillac is today by far

the most valuable piece of motor property that money can buy.

The principle of the V-Type Cadillac is firmly fixed and established, and we shall earnestly strive, as we have for four years, progressively to improve the performance.

Except as we refine our own refinements, and surpass our own standards, the Cadillac of a year from today will be the splendid Cadillac of today.

While scarcely needed, we believe that Cadillac owners the world over will welcome this assurance of the permanence and standardization of the type.



Jones-Hansen-Cadillac Company
OMAHA DISTRIBUTORS LINCOLN

GOODYEAR

AKRON