

Maxwell Reduces; New Organization Buys Properties

Official Announcement Made
Of Price Revision on All
Models and Completion
Of Reconstruction Work.

One of the most momentous and significant announcements which has come recently from the motor car industry was made yesterday by Maxwell officials.

It was to the effect that the Maxwell reorganization had been completed with the sale of the properties to the new organization May 12, and confirmation of the sale by the United States district court, May 17, and that the first step of the new organization was to reduce prices \$150 on all models of the Maxwell.

This action brings the touring car and roadster to \$845, the sedan to \$1,545 and the coupe to \$1,445.

The Maxwell assets bought in by the new organization, include finely equipped plants of great size and capacity in Detroit, Dayton, O., Newcastle, Ind., and Windsor, Ont.

Their purchase is the final step in the work of reorganization which has been carried forward by a reorganization committee headed by Walter P. Chrysler. Now that reconstruction has been completed, the new organization has placed at its command \$15,000,000 of new cash, which has been held ready for months awaiting the day when the new organization should acquire the properties and assume full control.

The new organization has incorporated in West Virginia under the name of the Maxwell Motor corporation.

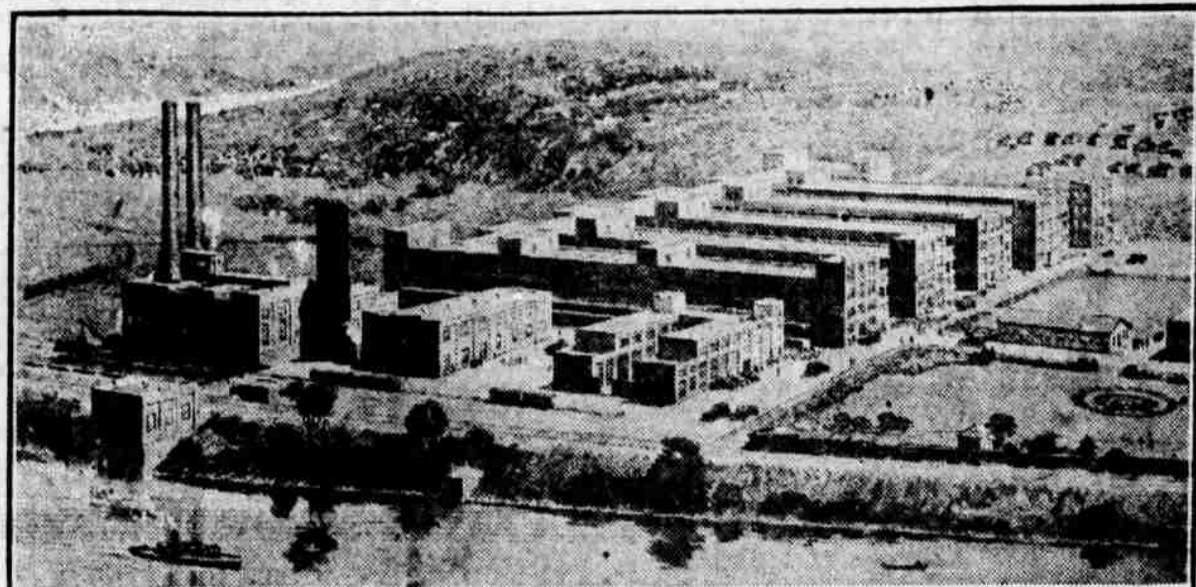
Material Reduction Made In Federal Tire Prices

The Federal Rubber company has made material reduction from the prices which have obtained on Federal tires for some time past as the result of the high cost of materials, labor, transportation, etc., said P. J. Purdum, manager of the Omaha branch.

Though prices for Federal tires have been reduced, the quality and service ability of these tires will be strictly maintained to that high standard which has made Federal so universally popular, and which makes for economy and satisfaction to the motorist.

Although the farmers of the country are the biggest users of automobiles, the new secretary of agriculture still travels around in horse-drawn vehicles.

New Kelly-Springfield Tire Plant



J. V. Mowe, general sales manager of the Kelly-Springfield Tire company, has just returned from the formal opening of the company's new \$11,000,000 plant at Cumberland, Md., to the general offices of the company in New York City.

"We will be in a position soon," said Mr. Mowe, "to manufacture quality tires more efficiently than ever before. The 12 acres of manufacturing space which we now have will make it possible to combine the Buffalo, Worcester and Akron factories in one plant and to produce our cord and fabric casings, tubes and caterpillar and solid truck tires on a scale which this company has never been able to approach previously.

"This new factory is a model of its kind and is equipped with the latest and most efficient machinery. The power plant is sufficient to supply light and power to a city twice the size of Cumberland, and is in fact the largest power-producing unit in the western part of the state.

Every Part Duplicated.
Every part of the power plant is duplicated throughout, so that we need never fear a holdup in production due to a break-down of the boilers, water pumps, steam turbines or electric generators. We have two of the most modern turbines in the power plant, each capable of developing 6,800 horsepower. These are directly connected to generators which supply the electric current to the individual motors with which each of our principal machines used in tire production is driven. The current thus generated is carried on copper bars through large conduits eight feet high. This conduit is entirely separate from one of a similar size used to carry the steam main

in which heat for the buildings and for the curing is conducted.

"Some idea of the tremendous size of this plant can be obtained from the statement that the single service pump can supply 6,000,000 gallons of water a day, or sufficient for the needs of a city of 75,000 people. This is in addition to the water used for condensing which, when pumped to capacity, approximates 28,000,000 gallons, or sufficient to supply a city 10 times the size of Cumberland."

Modern Machine Shop.
"The machine shop in which our new mold equipment is produced and which is used to keep the rest of the machinery of the plant in repair, is the most modern of its kind available and is provided with sufficient machinery to enable us to produce a

complete automobile in quantities approaching that of some of the smaller manufacturers—although, of course, we do not contemplate as yet entering this branch of the automotive industry.

**Firm Has Largest Cylinder
Regrinder West of Chicago**
The largest cylinder regrinder west of Chicago has been installed recently by Lamesh-Woodruff, repair men and machinists, located on the Omaha automobile row. This machine costs approximately \$3,000 and has capacity of 10 1/2 inches in diameter. This is large enough to re-bore any automobile, truck, tractor or gasoline engine block used in this territory.

Drop Light Arrangement
A convenient arrangement for taking up slack in drop light cords is to put the cord on two pulleys placed at convenient locations. The cord should be fastened at two places to pieces of heavy twine, clothes line will do, and then a weight is hung on each end of the line. The cord as suspended from these lines will be just long enough to hold the lamp off the floor.

Auto Stands Up Under Heavy Test

Lexington Shows Remarkable
Performance on Mexico to
Canada Trip.

Frank B. Ansted, president of the Lexington Motor company, returned to Connorsville, Ind., home of the Lexington Motor company, this week from an extensive business and touring trip of the Pacific coast country from the Mexican border at San Diego, Cal., to the Canadian border.

On that trip he refused all offers of drivers acquainted with the country through which the tour was to be made and personally took the wheel of his Lexington.

The Lexington president subjected the machine to every test of road and weather, including the steepest of hills and mountain passes. There was no attempt on his part to spare the car or to try for unusual economy records.

Mr. Ansted found that the car equaled not only every ideal of the car he would want to build for his personal use, but exceeded his fondest expectations. Always ready to go, one of the most impressive disclosures of the trip was his car's freedom from ordinary motoring troubles with their exasperating delays.

Ample power for the steep mountain grades, speed in plenty for the level stretches, ease of handling and

quick getaway for the traffic of the congested centers, an operating economy unusual in a car of Lexington's class—these qualities exceeded his expectations on the road.

Motor vehicle dealers in Boston are co-operating with the public schools of the city in giving instruction to boys, who are studying automotive mechanics in the high schools.

Collins Buy Main Plant Of Cadillac Motor Co.

Announcement that R. H. Collins has purchased the former main plant of the Cadillac Motor Car company on Cass avenue, Detroit, decisively puts an end to the premature reports of his future manufacturing activities. Mr. Collins will not begin work at

the Cass avenue plant until his resignation as president and general manager of the Cadillac Motor Car company becomes effective on July 1. Until that time he will remain in full charge of the Cadillac business.

The average running cost of an automobile per mile is 10.8 cents; the average annual cost is approximately \$540.

PAIGE

The Most Beautiful Car in America

Distinction Without Extravagance

Most five-passenger cars are undistinctive and commonplace. They are types instead of original creations. And therein lies the first great difference between the New Series "Glenbrook" and many other cars of the medium priced field.

When you first look at a "Glenbrook" you will recognize it at once as a car with a very distinctive and altogether charming personality. Like well-groomed people, it is individual and unique.

Ride in the Glenbrook and your first impression will become enthusiastic convictions. You will sense at once the power and mechanical resources that meet every emergency of the road. Each burst of speed, each conquered grade drives this conviction home.

But spirited performance is most appreciated these days when it is achieved without waste and extravagance. Not the least of the Glenbrook owner's satisfaction lies in his modest bills for fuel and upkeep.

PAIGE-DETROIT MOTOR CAR CO., DETROIT
Manufacturers of Paige Motor Cars and Motor Trucks

NEBRASKA PAIGE CO.

R. M. Austin, General Manager
27th Ave. and Harney Sts. Omaha, Neb.

"FOSCO"

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Stops the chattering and saves you money by renewing speed bands.

FOSCO is a liquid and can be applied by any Ford owner in 15 minutes without removing transmission cover.

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Sold by Powell Supply Co., U. S. Rubber Co., U. S. Auto Supply Co., National Accessory Co., Kopac Bros., and others.

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Manufactured by
The Automotive
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Smashing Reductions!

Willys KNIGHT

Reduced \$300

New Price \$1895 June First

THE Willys-Knight Sleeve-valve motor *Improves with use.* It is amazingly free from care and cost. The gasoline mileage averages above 20 miles per gallon. Its smooth performance is a source of lasting satisfaction.

Prices, f. o. b. Toledo, Ohio

Touring, was \$2195; June 1, \$1895
Roadster, was \$2195; June 1, \$1895
Coupe, was \$2845; June 1, \$2550
Sedan, was \$2945; June 1, \$2750

Overland

Reduced \$200

New Price \$695 June First

THE improved Overland, is *Rugged* as ever, *Economical* as ever, *Comfortable* as ever. Its average of 25 miles per gallon of gasoline, its saving in tires and upkeep make it now the low-priced automobile to own and use.

Prices, f. o. b. Toledo, Ohio

Touring, was \$ 895; June 1, \$ 695
Roadster, was \$ 895; June 1, \$ 695
Coupe, was \$1425; June 1, \$1000
Sedan, was \$1475; June 1, \$1275

ALL PRESENT OVERLAND AND WILLYS-KNIGHT MODELS WILL BE CONTINUED



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