

DEALERS EVERYWHERE WANT MAXWELL AGENCY

The widely published announcement that the price of the Maxwell 1915 new model touring car had been reduced to \$595 and the car to \$500, and that seven vital improvements had been made on the car, has aroused extraordinary interest in every State in the Union.

This was further intensified by the added news that for \$55 more the Maxwell would be furnished with an electric self-starter and electric lights. The Detroit headquarters reports that applications for dealer representation have been pouring in in the form of a steady deluge. Thousands are clamoring for dealer representation.

The situation in automobile circles is positively unprecedented, and it behooves the westerly and southern dealers to get in line now. The new Maxwell is destined to attain the position of a steady deluge. Thousands are clamoring for dealer representation.

"We must have the representation of the Maxwell at all hazards. The people here will have other makes of cars," wired a prominent dealer in a populous section of a Northwestern State.

"Consider us applicants for the Maxwell agency. We will give up all other cars as soon as possible," telegraphs a thriving New England dealer. "Your car possesses wonderful merit, and at the new price, \$595, it will be a word leader. We want the agency," long distances another dealer.

"There was never anything like it anywhere," said Assistant General Sales Manager Stebbins. "That new model of ours is a whirlwind success. It's going to put a good many new spots on the automobile map of this country."

President Walter E. Planders, of the Maxwell Motor Company, Inc., Detroit, Mich., says that, no matter how great the demand for the new 1915 Maxwell is, that demand will be met with increased factory facilities, increased working forces and plenty of material on hand, making it possible to minimize delays in construction or delivery.

CO-OPERATE ON ROAD WORK

LOUISVILLE, Ky., September 5.—For the purpose of determining the best route between Louisville and Indianapolis and also to take steps to properly post the highways, motorists of Louisville, Salem, Ind., and Indianapolis met today in Salem to get together, meeting having been arranged by the Louisville Automobile Club and the Hoosier Motor Club, of Indianapolis. Announcement was made by the Louisville delegation that the southern end of the Indianapolis-Louisville Highway will be posted at once, the Indianapolis and Salem organizations already having begun the work of marking the roads between those two points. The motorists were of the opinion that the route through New Albany, Salem, Bardonia and Columbus, which was included in the proposed link-to-the-quit Highway, would be selected.

The lack of road signs heretofore has resulted in much confusion among tourists making the trip between Indianapolis and Louisville. Even motorists who frequently have been over the route declare they often have found themselves off the main road because of the absence of the usual "T" sign. A measure of co-operation was pledged by all.

MINNESOTA SPENDS LARGE SUM TO IMPROVE ROADS

The biennial report of the Minnesota State Highway Commission shows cost of work in that period of \$2,524,814. The cost of \$1,714,854 was spent in 1913. The cost of engineering, supervision and administration of the department was \$239,234, an average of 5.6 per cent on actual construction work, or 24 on all work constructed and planned. Surveys, plans and specifications were prepared for 1914 work to cost \$1,500,000. In two years 1,663.65 miles of earth road were built, 358.63 miles of sand clay, 490.3 miles of gravel and 127.6 miles of macadam. There was also clearing and grubbing of 2,142.2 acres.

BUICK NOT TO CHANGE PLANS

PLANT, MICH., September 5.—According to President Buick, the original plans of the company to build 40,000 Buick cars for the season of 1915 will be carried out, notwithstanding the war. More than 5,000 men are now employed at the plant and the average daily output is 230 cars. The total value of the 1915 output will be worth about \$42,000,000.

FACTS FROM AFAIR.

Bricklets of More or Less Industrial Character From the Outside World. Much of the best wall paper is made in part from leather waste. Missouri last year sold 4,126,126 tons of sand and gravel for \$1,109,253. It has been estimated that every square mile of the ocean is inhabited by 120,000,000 living things. That microbes are not essential to life has been shown by an experiment with guinea pigs in France. Japanese are producing more than 20,000,000 tons of coal a year from mines in Japan and South Manchuria. Cattle guards made of rubber planted in beds across the tracks have proved to be successful on a railroad in Arizona. Peat covers one-seventh of the area of Ireland, and the deposits are estimated to contain nearly 40,000,000,000 tons of fuel. Of about 1,400,000 pounds of opium obtained each year by the Astrydhan fisheries, approximately 75 per cent is exported. In Java Dutch government engineers are building a road bridge more than 100 feet long and with a central span of more than sixty feet, entirely of bamboo. The gathering of egret feathers is a new business at Inuiton, Peru, where \$21,000 worth were exported last year, while a number of persons are stated to be preparing to collect feathers. In the opinion of an English scientist the wear of macadam roads is not due to the action of automobile tires, but almost entirely to the crushing effect of horsehooves and iron-tired wheels. An Idaho corporation with \$1,000,000 capital plans to begin the development of a big timber concession in Saragosa, Philippine Islands, and also of some coal deposits there. The rapid growth of vegetation in polar regions, despite the brief summers, is attributed to the strength of the electric currents in the atmosphere. The candy bill of the American girl is \$13,000,000, \$10,000,000 more than the cost of the nation's paint and varnish. A French inventor, who for a time was blind, has designed a typewriter that produces ordinary manuscript and is operated in French embossed characters at the same time. Salmon fishermen in British Columbia earn \$15 a day, and, in some instances, when the catch is exceptionally good, as much as \$20 a day.

TRY OUT PRISONER BY WORK ON THE HIGHWAYS

National Committee on Prisons and Prison Labor Working on Best Method to Handle Prison Labor. "Study the prisoner if you want your prison a success," says James Bronson Reynolds, chairman of the committee on social hygiene of the prisoner, recently organized by the National Committee on Prisons and Prison Labor. "Find out what is wrong with the man; then try to cure him."

Whether the prisoner will do his best working under the honor system on the roads, at a trade, or out on a farm, is what the committee will endeavor to find out. Once the prisoner is known, then he can be worked efficiently. The study of the prisoner will naturally lead to the building up of prison industries and through his work to building up of the prisoner. Outdoor work on the highways has been found to be exceedingly beneficial to many who were physically deteriorating within walls.

The committee on social hygiene hopes to draw together those persons in different institutions who are working to better the mental and physical condition of the prisoner and to arouse interest in such work on the part of the prison authorities and the public at large.

The personal talk is what gets furthest, asserts Dr. von Kleinsmid, the psychological expert of the Indiana Reformatory. "In going round to the boys in their cells sometimes it takes me four or five calls before I find out why a chap got into prison. But in the end I generally find out, and then we can help to set him straight."

The committee on the social hygiene feels that the mental and physical condition of the inmates has great bearing on the industrial development of the institution. The eyes of prisoners should be tested and glasses fitted if necessary; their teeth should be fixed; tuberculosis and other diseases should be located; also cases of malnutrition. The feeble-minded should be taken care of in a special institution, and hospital care given the tubercular and prisoners suffering from infectious and incurable disease.

"If it can be shown to the public that the scientific diagnosis of prisoners and the classifying of them into groups would actually increase the productivity of the institution, the public will demand it, and the institution will instigate it," said Dr. Gilford, of the staff of the laboratory of social hygiene at the Bedford Reformatory, in New York, at the annual meeting of the National Committee.

MOTORCYCLE NOTES

A number of riders from Toledo and Lima, Ohio, in their first annual picnic at Indian Lake, baseball games, a big dinner and a number of athletic events made up the day's program.

A three-day motorcycle endurance run is being planned by the Winnipeg Motorcycle Club. A route has been selected which will include every character of road to test the skill and endurance of the rider and machine.

In addition to the parade of the various fraternal organizations, the Fraternal Day celebration at Battle Creek, Mich., will also be marked by a motorcycle parade.

Three Chicago young men, E. W. Stubbs, J. Williams and W. Whitney, are using a motorcycle to transport them to South Dakota, where they expect to secure employment in the harvest fields.

A farmer of Bantnal, Mass., utilizes the motorcycle to drive a chaff cutter. The Electric Light Company, of Atlanta, Ga., now uses motorcycles in its collection department.

Two new motorcycles have been added to the police department flying squadron of Omaha, Neb. One of the longest one-day trips by motorcycle with sidecar was recently made by A. H. Crocker and J. L. Seidell, of Kansas City, Mo., when they rode from St. Louis to Kansas City, a distance of 226 miles.

Public Safety Commissioner Hitchcock, of Syracuse, N. Y., is planning to have a flying squadron of motorcycles mounted police to aid in reducing speeding in the city streets.

Highway 100, has named the county commissioners for a motorcycle on which to make his daily trips.

More Grain Called For. Bankers in Missouri and the Southwest are sending out letters to the farmers and cotton planters of those sections urging them not to plant as much cotton next year, but rather plant grain. America must feed Europe, the letters say. Cotton is not needed so much now as food. The farmers also are urged to put their money into clover and to raise hogs, sheep and other live stock, for which there is expected to be a great demand should the war continue a long time. Commission men expect the scheme will result in reducing the cost of meat.

This may be good advice for Virginia farmers and those of all the Southern States.

Business Without Telephones. The Wall Street Journal tells this remarkable story. The question is often asked, How could business be conducted in the financial district without the telephone? Many brokers have contracts for 200,000 outgoing calls annually, which means that they have some 200 calls hourly during the day. Yet there are others who maintain that the telephone is not a convenience and not a necessity. Among these are the New York Life Insurance and Trust Company and the Atlantic Mutual Insurance Company. Neither of these companies has a telephone in its office. The former is not only the oldest insurance company incorporated in New York State, but has deposits of over \$200,000,000 in its trust department. The Atlantic Mutual is one of the largest marine insurance companies in this country. Both are located on Wall Street.

CHANDLER SIX FOR RALPH DEPALMA

Ralph DePalma, America's most popular racing driver, spent the afternoons of August 21 and 22 accumulating some \$100 in prize money. To obtain this purse, he piloted his Chandler racer over 62 miles of Illinois country road at an average speed of nearly three miles per hour. Now \$100 is a fairly acceptable sum to almost any racing driver, but DePalma had more at stake than appeared on the surface. Some months back he had set his heart on purchasing an American-made six-cylinder car, and his dual victory at Elgin signified certain achievement of his hopes.

DePalma's choice of a Chandler eight-weight six of 1915 design is a real tribute to the American built motor car. Perhaps no other racing driver has had so great an opportunity of comparing the merits of foreign and American-made cars, and his selection of the home-grown product indicates his belief in the merits of Yankee machinery.

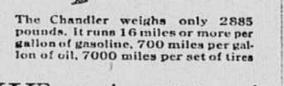
Sales Manager Ruprecht, of the Brady-Murray Company, New York City, who sold DePalma his new car, claims that the swarthy Italian is an even better demonstrator than race pilot. After taking delivery of his Chandler, Ralph invited the entire sales force of the party to furnish a novelty to the party by threading the streets of Fifth Avenue as skillfully as a New York licensed taxi driver. During the trip through the most congested part of the city, the Chandler six, in a high gear, and qualified for a job as demonstrator at the Brady-Murray company any time he feels like to accept.

DePalma had drove a Chandler six while at a race track in Atlantic last winter, and intends using his new car for touring between cities on his 1915 racing schedule.

REQUEST FOR DAY OF PRAYER

WASHINGTON, September 5.—Many requests have been received at the White House that President Wilson designate a day of prayer for peace in Europe. No action has been taken.

Come See the Chandler and its Marvelous Motor



CHANDLER LIGHT-WEIGHT SIX \$1595

The Chandler weighs only 2885 pounds. It runs 16 miles or more per gallon of gasoline, 700 miles per gallon of oil, 7000 miles per set of tires.

WE promise not to make you buy. And we don't believe we will have to. Your own judgment will show you in how many ways the Chandler excels. Take the motor, for instance. Our owners all agree that it is this wonderful engine that makes the Chandler so superior to other cars that seem to be in its class.

Chandler couldn't make this powerful and exclusive long-stroke motor any better if the car sold for twice its price. It is the Chandler motor, the fruit of eight years of six-cylinder experience and not a stock motor found on a dozen makes.

And look at its strictly high-class features: Self-contained oiling system with constant lubrication for every working part. (No outside piping.) Separate unit electric starting and lighting system, with Bosch Magneto for ignition. (You don't see the high-priced sixes leaving off the Bosch, but other light sixes are leaving it off. It's expensive, but it gives perfect ignition, so Chandler uses it.) Genuine imported Coventry silent chains for driving cam shaft, pump and generator. (This is modern construction, supplanting noisy gears.)

Extra heavy crank shaft perfectly balanced. Cast aluminum motor base extending from frame to frame and taking road strain off the motor. These are only a few Chandler features. The car reflects high-priced design throughout. Still the profit-sharing price for 1915 is \$1595. There is no other value that approaches it. A bold statement but we are here every day ready to prove it.

NEW 1915 MODELS Ready for Delivery B. A. BLENNER 521 E. Main St. Madison 838 CHANDLER MOTOR CAR CO., Cleveland, Ohio

Announcement of Removal. We wish to announce to the public that, on account of material increases in our business, we have been forced to remove to larger and more convenient quarters at 711 East Main Street, where an exclusive line of Automobile Accessories awaits your inspection. All are invited. STANDARD AUTO EQUIPMENT CORP. JOBBERS AND RETAILERS, 711 E. Main Street.

1914 SEPTEMBER 1914 calendar grid. This date will mark the dividing line between motoring as it has been known and motoring as the future will know it. The public, guided by a recognition of the Cadillac policy to avoid exaggeration and overdrawn statements, and guided by its policy to under-claim rather than to over-claim, has always felt secure in accepting Cadillac representations at their full worth. Therefore, when the Cadillac Company says that it is about to offer a motor car which marks developments and advancements so great, so vast, so widespread in their scope, that past achievements pale almost into insignificance, you are justified in looking forward to something which even the word "extraordinary" fails adequately to describe. Jones Motor Car Co., Inc. Allen Avenue and Broad Randolph 463

New Chalmers Prices "Light Six" Touring Car. 5-Passenger (Model 26-A) \$1650. 7-Passenger (Model 26-B) \$1725. (Fully Equipped) Chalmers Motor Company, Detroit. See these cars at our salesrooms EASTERN MOTOR SALES CORP., 920 West Broad Street, Richmond, Virginia Randolph 2666

WE TAKE PLEASURE IN ANNOUNCING THAT We Have Just Opened Our New and Up-to-Date Establishment At 204 North Jefferson, with a complete and fresh line of Mohairs, Linings, etc. We will be pleased to answer your every requirement. Standard Auto Top Co. STANDARD OF PRICE, QUALITY AND WORKMANSHIP.

Two Dependable Garages. THE BELL-VUE GARAGE 1217 West Broad Street. Phone Madison 1160-7. THE BROAD STREET GARAGE 1631 West Broad Street. Phone Madison 1640. TALK TO A. ZACHARY.