

### MAXWELL REDUCES PRICE ON 1917 CAR

Detroit Company Brings Cost of Touring Car Down.

Undoubtedly the most interesting announcement for 1917, with regard to automobiles in the lower-priced field, comes from the Maxwell Motor Company, Inc., of Detroit. This announcement is that the price on their touring car and roadster is materially lowered.

In this definite announcement of a substantial reduction in price, the Maxwell company also announces that there will be no changes in the car. This confirms all previous announcements that the Maxwell car is now a standardized product. Walter E. Flanders, president and general manager of the Maxwell company, and the able corps of engineering and manufacturing experts he has gathered around him are convinced that their product has attained such a uniform degree of excellence that the necessity for radical changes in design and construction has been eliminated.

The change in Maxwell prices became effective July 1.

In explaining the reason for the big reduction in the price of Maxwell cars, the manufacturers declare that increased production made it possible to produce 100,000 cars for 1917.

"The manufacturing cost per car has been greatly reduced by our increased production," said Mr. Flanders. "Our plant at Detroit, Dayton and Newcastles have been taxed to their capacity to supply the orders of our dealers. We have made arrangements for the manufacture of a hundred thousand cars for this year, and we know from the enthusiasm with which our 1917 announcement was received that this number will be disposed of easily.

"Certainly no other car in this field can point to the consistent performance behind the 1916 Maxwell. This car has given such excellent satisfaction under all conditions that we would not feel justified to change it in any particular."

**Only One.**  
"What are the three rules for success?"  
"Three? There's only one."  
"What is it?"  
"Make good."—Detroit Free Press.

### Along Gas Row

Morris Pyle of the Pyle Investment company purchased a Chandler touring car from the Federal Motor company this week.

Earl Miller, prominent young oil producer of this city, is the owner of a new four-passenger model 17 Chandler roadster.

The Federal Motor company unloaded a carload of four-passenger Chandler roadsters and carloads of seven-passenger touring cars this week.

The three and one-half ton Packard chassis truck ordered by the Oil Well Supply company last week was delivered Tuesday and is being used in the yards of the local company.

Carl Zeitz of St. Louis has taken a position on the sales force of the Federal Motor company. Mr. Zeitz was formerly connected with the Packard Missouri Motor company at St. Louis and has had several years' experience on the sales force of the Packard company. He is greatly enthused with conditions in the southwest and is expecting to add several more Packards to the present list of customers in this vicinity.

Erady and Leeman of Bartlesville drove home Friday in a Chandler touring car and a four-passenger Chandler roadster.

Dr. R. D. Rood of Bartlesville purchased a 1-35 seven-passenger Packard touring car from the local agents this week.

Noel Barnsdale of Bartlesville has placed an order with the Federal Motor company for a four-passenger National Highway roadster. Mr. Barnsdale expects to call at the National factory at Indianapolis and will drive his car home.

The W. C. Norris Motor Sales company reports the unloading and delivery of a carload of Oldsmobile Eights and Saxon Sixes in Tulsa and surrounding territory last week, also the unloading and delivery of a carload of Saxon Sixes in Cleveland and Claremore. Mr. Estep of the Norris company states that business is fine, it being much easier to get customers for their cars than it is for them to get the cars.

LANSING, MICH., July 1.—A fast run between Pittsburgh, Pa., and Lansing, capital of the state of Michigan, is placed to the credit of Jimmie Schiller of the experimental department of the Olds Motor works in

The Tulsa Haynes company states that it will be in position to make quick delivery on either seven-passenger or roadsters, as they expect a carload of the popular Haynes cars in very soon, possibly in the next few days.

The New Cadillac company of Oklahoma reports the sale of a Cadillac Eight to H. C. Ashby of Tulsa.

An Oldsmobile Eight, Schiller left Pittsburgh at 4:30 a. m. and arrived in Lansing at 6:45 p. m., which, adding an hour for the difference in time between the two cities, gives an elapsed time of 12 1/4 hours for the distance of 442 miles, including all stops. Schiller's average elapsed time was thus slightly under thirty miles an hour.

Tulsa Motor Car company reports the delivery of a 1917 seven-passenger Chalmers to W. P. Morton, Okmulgee, Okla. Mr. Morton and family are driving to Colorado.

L. N. Anglin of Sapulpa drove home a Chalmers 6-20 roadster.

Tulsa Motor company delivered a model 28 Pierce-Arrow to D. W. McTaggart.

E. W. Proctor, Sapulpa, Okla., drove home a model 5-15 Chalmers touring car.

H. H. Keith, Collinsville, Okla., is driving a model 5-15 Chalmers touring car.

T. C. Ferguson of Tulsa Motor Car company made a business trip to Okmulgee, Okla.

Chalmers agent at Sapulpa, Okla., during the week has taken delivery of three Chalmers cars from Tulsa Motor Car company.

Carl Vaughan, Chalmers salesman for Tulsa Motor Car company, made a business trip through its northern territory, and reports business good with the subagents.

E. O. Durfee, factory representative for Pathfinder cars, is spending the week with Tulsa Motor Car company.

On Monday of last week the Tulsa Motor Car company unloaded \$18,000 worth of pleasure cars, consisting of Chalmers and Pathfinders.

Mrs. Davis of 715 South Boulder is owner of a Milburn Electric, purchased from Tulsa Motor Car company.

The Purdy-Patterson Motor Sales company reports the following sales for last week: Dr. J. W. Childs, Tulsa, Maxwell touring car; Ira E. Cornelius, Sapulpa, Maxwell roadster;

Jack Pelay, Collinsville, touring car; Spaulding-Swinney company, Sapulpa, four Maxwells; William H. Stricker, Tulsa, Maxwell touring car.

J. F. Flippin of Claremore drove home a 5-30 five-passenger Chalmers last week.

H. E. Bartless of Sapulpa is the owner of a 6-20 Chalmers roadster.

The Pathfinder Twelve car attracted much attention during the Republican convention held recently in Chicago. Ezra Meeker and the Pathfinder 12-cylinder "Sooomobile" in which he is crossing the continent was the occasion. Mr. Meeker is now westward bound.

The Tulsa Haynes company reports the sale of a five-passenger Haynes to M. A. Younkman of 1217 South Baltimore avenue.

Harold Bullentine of Clarion, Penn., arrived in Tulsa last week, where he will have the position of office manager for the Purdy-Patterson Motor Sales company.

Choppy Bros., the local Franklin dealers, report the sale of a Franklin car to Mr. Searcy of Enfield, Okla.

**Why Be Distinguished?**

"I want you to meet Mr. Brown, one of our most distinguished citizens."

"I'm very glad to meet you, Mr. Brown."

"You met me several months ago on the occasion of your last visit to our city."

**A Careful Young Wife.**

"Perfectly fresh, ma'am," said the dealer, indignantly.  
"Oh, dear," exclaimed the bride. "That's what everybody says. I wish I could find some stale fish. You see, my husband has indigestion and the doctor won't even let him eat fresh bread. I'm sure fresh fish would be even worse for him."—Pittsburgh Chronicle-Telegraph.

If you haven't a Klaxon on your automobile—make this test:



I. On a country road with a big hay wagon ahead, try to make the driver hear the horn you have.

II. Then come to us. Let us put on a Klaxon. Try it under the same circumstances. See what happens.

After you have done these things, if you would drive without a Klaxon bring it back; we will refund your money.

- Klaxon . . . . . \$20
- U. H. Klaxon . . . \$12
- U. H. Klaxet . . . \$6
- Hand Klaxonet . . \$4

Klaxons are made only by the Lovell-McConnell Mfg. Co., Newark, N. J. Like all standard articles they are widely imitated. To be sure, find the Klaxon name-plate.

700,000 are in use.  
Western Auto Supply Co.  
FIFTH and BOULDER

## It's a car to be proud of if this shield is on the radiator

Power in abundance with wonderful driving qualities, combined with a very low upkeep, make the Haynes "Light Six" a mighty pleasing car to own.

Sixteen to twenty-two miles are averaged by Haynes owners to the gallon of gasoline—four hundred miles are averaged to the quart of oil—8,000 miles to the set of tires.

Repair expense is very, very small—due to the sturdiness of Haynes construction, its simplicity and accessibility. Grease cups are easily reached—carburetor conveniently located—valves readily adjusted—motor and generator very accessible.

Some of the very earliest Haynes cars are still on the roads. We are furnishing repair parts for cars built as long ago as 1899.

We will go the limit in giving desired information and demonstrating "America's Greatest 'Light Six'" to you.

### Tulsa-Haynes Auto Co.

Phone 2885      220 E. 2nd St.

## Pathfinder

the "GREAT" King of Twelves

Has for the past four weeks been making many records here in Tulsa—but on July First a Pathfinder Twelve starts from San Diego, Calif., via Los Angeles, San Francisco, Denver, to New York on High Gear.

Tests made on regular Oklahoma roads show Great Gasoline Mileage; in fact, all over the country the Pathfinder cars are piling up records.

Let us demonstrate and prove to you that the Pathfinder is not only "King of Twelves," but King of all cars.

### Tulsa Motor Car Co.

Local Distributors.  
Eighth and Main Sts.      Phone 5095

## WAIT AND SEE THE

# New Buick

### A Real Surprise for You

The Greatest Car the BUICK Factory Ever Built for the Price

### Watch for our Announcement Later

## New State Auto

116-118 S. Boulder      and Supply Co.      Phones 1849 2529

## OPENING

We wish to announce to our friends and patrons that we have opened a

### New Salesroom and Service Station at 313 East Second Street

FOR THE DISPLAY AND SALE OF CASE AND PULLMAN CARS, SWINEHART AND PENNSYLVANIA TIRES.

### Carnation Auto Sales Co.

PHONE 2533

## Willard

### Get Ready for the 4th

Of course, you'll want to drive your car. Why not make sure of your battery the day before? We'll help.

Electric Storage Battery Service Co.  
11-13 West Seventh St.      Phone 5222

Free inspection of any battery at any time

## THE GRANT SIX

\$795 F. O. B. Factory  
A WONDER MOTOR

You "Auto" Read the WORLD'S Auto Ads

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211 North Main St.      Phone 333