

AUTOMOBILES

Gossip Along the Automobile Row

Despite the wet weather of the last couple weeks and the resultant bad roads, the Mitchell Motor company of Omaha keep sending out Mitchell cars. New sales of the light six are to Mr. Brown of Red Oak, T. Hermanson of Benson, F. T. Parker and S. P. Anderson of Florence, Joe Kelley of Omaha, Dr. J. G. Hamilton of Atlantic, Ia.; G. Fish of Atlantic, W. H. Kimball of Council Bluffs, Lewis Armbruster of Stanton, Neb.; Hans Helling of Gretna, Neb.; J. Fisher of Kilgore, Neb.; a special six deluxe sold to H. L. Robinson of Omaha; special six to Joseph McGuire of Benson, and a special six to Florence Auto & Taxi company. Light fours were sold and delivered to William Holm of Omaha, Leonard Everett of Council Bluffs, H. Earl Smith of Glenwood, Ia.; W. A. Shattuck of Archer, Neb.; G. P. Meisinger and Phillip Parnoff of Cedar Creek, Neb.; R. L. Shengelt of Oakdale. The two Mr. Mueller of David City a light four each, and a special four roadster to Nick DeMuth of Heliwood. Carload shipments of four went to Grant Chinnis Clark of St. Paul, Neb., and F. H. Beebe of Beestown, Ia.

At 204 Farnam, at the large and finely fitted up new salesroom of the Mitchell Motor company, is a most attractive window display, showing the new Mitchell model the "sixteen six". The car shown is the new six for 1915, and is given the prominence to attract the public to what they can now purchase in a full sized six cylinder quality car of one of the most standard makes for the nominal price of \$1,500. The artist and his hand has done to the rest and has with paints and colors brought country home with spacious grounds and inviting roads for a background of this handsome car. Crowds of people, attracted by the display, are viewing the new model and the work of the artist, and it safe to assume that the "call of the road" will appeal to all alike. The new model and the beautiful window are well worth going to see.

Stanley C. Wilson, secretary and treasurer of the J. C. Wilson company, manufacturer of the Wilson one and one-half ton truck, who was in Omaha a week ago, writes from Denver that he had canvassed the automobile situation very thoroughly in Omaha and says that Omaha agents are to be congratulated on their progressiveness. He says the situation in the motor field looks very promising and that in a very short time he will be able to make announcement of an Omaha representative.

King Eight Motor Makes First Trip on Chicago Track

The Chicago Motor speedway is a reality. The big auto classic scheduled for June 19, will be held. It is the initial trip made by a King eight can be taken as a criterion, all track records will be shattered. The party that dedicated the oval in a King eight declares the race will be the most thrilling in the history of automobile contests.

Soon after the last spike was driven at 1 o'clock on June 4, C. F. Woods, president of the King Motor Car company of Chicago, accompanied by H. C. Bradford of the King Motor Car company, Detroit, and Mark Hay, Annawan, Ill., King dealer, poked the nose of a new King eight onto the board track. Soon the party was speeding up to fifty-five miles an hour, but had to slow down in front of the grandstands, on account of debris on the track.

A fast track, full of resiliency, two inclines that give one the idea of 50 per cent grades, with fine straight ways on both the front and back stretches are some of the features of the course.

The audience can see the speed kings every second they are on the oval, the way it is constructed.

The track is built for speed. When the workmen saw the King pull on the course they were anxious to see how a car would travel on the incline. When they noticed the way the King eight held to the boards they did not believe it could stand on the top of the incline without tipping over.

Mr. Woods, however, allayed their fears, when he drove to the top of the track and opened the throttle until the car was under a forty-mile headway. There he stopped and held this position for five minutes. It was one of the most enthusiastic lot of workmen, 1,500 in number, that hailed the King, the first car to attempt the feat.

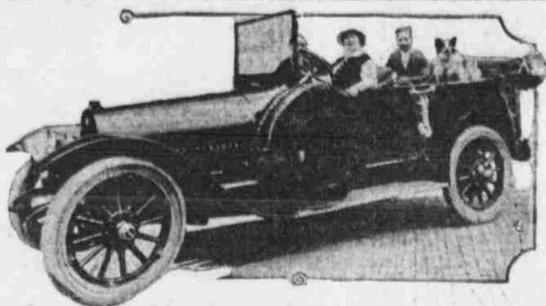
Comfort of Driver a Big Influence in Selling Motor Car

"Front seat roominess and comfort is the biggest influence in the purchase of motor cars listing at below \$1,000." This rather startling statement was made by E. B. Stinson, Empire distributor at Minneapolis. "At first thought this may seem a far-fetched statement. But it is not. The average man buying a car at less than \$1,000 intends to do most of the driving himself. Before he comes into your store he knows pretty well what your car has in the way of motor, axle, equipment, etc. The purchase of a car is an investment for him and he has given the subject a considerable amount of thought.

Goodyear tires are cured on air-filled tubes. This is done to prevent wrinkles fabric—a cause of blowouts; \$60,000 per year is spent to give tire users this protection. No other maker employs this method.

Relief from Acute Rheumatism. John H. Groux, Winchester, N. H., writes: "I suffer from acute rheumatism and Sloan's Liment always helps quickly. So. All druggists.—Advertisement."

Woman Drives Car to the Coast



A pretty, clever, vivacious young woman visited several days in Omaha last week. Today she is gone, traveling in the direction of the setting sun. Her means of locomotion is a Buick C-55. Her name is Mrs. Etta Free. Her only companions on the long journey are a youthful son, Eugene Leslie Free, and a young nephew, Harold Baskin.

Stearns Makes Pull Through Heavy Mud

"Speaking of a car getting out and showing just what it is made of," says Roy Benton, local salesman for the Stearns-Knight, "I came in from eleven miles northwest of Blair last Sunday with one of our 'Light 4' models. Saturday night we had a terrific rain there, and I started Sunday morning. The first nine miles was through alkali gumbo so deep that the running boards were frequently dragging in the mud. In this nine miles I did not go into high gear a foot, and did not get the water to a boiling point one minute. I really believe that this should be a good proof

that a Knight motor is there when it comes to road work. I found several cars stuck in the road Sunday and had to pull two of them out.

"This was the hardest trip I ever made in my fourteen years' experience driving cars, and I don't think I ever drove a car before that could do it."

Auto Industrial Community.
After considering several favorable positions to locate in other cities and towns in the automobile belt, the Brasco Motor company announces the consummation of plans which have been under discussion for some months, by which the company will build extensive automobile factories on Wildwood avenue, Jackson, Mich., and establish an industrial community west of the city.

Heard at the Omaha Auto Club

Club members are now enjoying the use of club tour slips and strip maps to the following intermediate and destination points out of Omaha: Omaha to Clinton, Ia., via Denison, Ames and Cedar Rapids on the Lincoln Highway; Omaha to Davenport, Ia., via Underwood, Atlantic and Des Moines on the river-to-river road; Omaha to Davenport via Oakland, Atlantic, Stuart and Des Moines on the White Pole road; Omaha to Denver via Elkhorn, Fremont, Columbus over the Lincoln Highway; Omaha to Denver via Lincoln, Hastings and McCook over the O-L-D route; Omaha to Kansas City via Nebraska City and Hiawatha, on this side of the river, and via Glenwood and Shenandoah to Kansas City and St. Joseph on the Iowa side; Omaha to Sioux City via Blair, Tekamah on this side and via Missouri Valley and Omaha on the Iowa side. Other trips will be issued soon.

The club daily long-distance telephone road report service is now in full working order, and the information bureau is receiving reports at 5 o'clock every morning from points as far west as Columbus, Central City and Grand Island, north to Sioux City and vicinity, east to Atlantic, Underwood, Creation, and south to Shenandoah, Falls City and Hiawatha.

Our long-distance telephone road reports have jumped into popular favor and the club telephone is on the buzz giving accurate road conditions to the club members.

These road reports will in a day or so contain valuable data covering facts as to location of washouts, bridges down and any particularly bad stretch of road, which valuable information will save the member time and money.

On Thursday, visitors' day at Camp Stritzinger, Malvern, Ia., Omaha High school encampment, the club room in the Hotel Fontenelle was thronged with anxious mothers and sweethearts inquiring about the auto road to Malvern. Our telephone road reports from that

section assured the inquirers of fair roads in spite of the rains of the previous night. A score of cars started from the club room.

Telephone reports are free to club members and all tourists passing through Omaha.

At the meeting of the board of directors Wednesday, June 9, an attractive Omaha Automobile club electric sign six feet long and to cost about \$100 was ordered made and to be hung from the Eighteenth street marquee of the Hotel Fontenelle. This sign will be a day and night sign, plainly readable from both Dodge and Farnam streets, and help to guide the tourist to the club room. A handsome white and gold club electric globe sign, pendant on a bronze bracket, is being hung over the club room door in the lobby off the Eighteenth street entrance.

The club standing reward of \$5 for the arrest and conviction of persons throwing glass on streets will be paid this week to Officers Turner and Wallace, whose vigilance in helping us keep the streets clean has been rewarded before by the club. Within the last two months the club has paid a dozen or so rewards, thus minimizing punctures.

"Let George do it" is too prevalent a feeling among local motorists who selfishly want the best possible road conditions and information concerning same and yet hesitate to join the club, which with proper co-operation will be the

finest source of information and benefit to local and overland tourists. We guarantee positive and immediate benefits.

The following is a partial list of overland tourists who have registered at the club room in the last few days: Harry Kennedy, New York to Frisco; Walter Dalley, Weehauken, N. J., to Frisco; Mrs. C. P. Libby and Mrs. L. L. Burrows, Chicago to Frisco (Mrs. Libby is of the firm Libby, McNeill & Libby of Chicago); W. H. Kellogg, Battle Creek, Mich., to Frisco (carriage manufacturer); Stanley C. Wilson, Detroit, Mich., to Los Angeles; Mr. and Mrs. H. Kitzinger and party of seven from Yonkers, N. Y., to San Francisco (they jogged along and made Omaha in fifteen days); George Drake, New York City, to Frisco; C. R. Rhodes, Kearney, Neb., to Kansas City (Mr. Rhodes reports roads

improved along the way); J. J. Gustin, Murdock, Neb., to Oakland, Cal., via the Santa Fe; Charles Olson, Gle Olson and Dr. D. E. Gruber, Indianapolis; C. M. Witt, Neola, Ia., to Spokane, Wash. (party of three, taking in National park); H. C. Bennett, Dilshoro, Ind., to Frisco (party of three, making Omaha in five days, easy driving); Miss Emma Marburg, Baltimore, Md., party of five, to Los Angeles, Frisco, Seattle and return over northern route; C. H. Brodt, Fairmont, Minn., to San Diego, Cal. (party of five, made Omaha in two days); E. Hart, Chicago to Omaha (by motorcycle, three days. Hart is the advance guard of a bunch of fifteen motorcycleists coming through later from Washington); G. W. Cheney, Union, Neb., and E. H. Bickford, Greenfield, Ia., going through.

Douglas 4401

Ream & Bros.

First Class Auto Repairing and Machine Work
209-11 North 15th St.

Still greater service from your

Ford car

TO INSTALL the compact Gray & Davis Starting-Lighting System on your Ford Car is to know a new kind of motoring — to have at your command the highest electrical service a motor car can offer.

For the Gray & Davis Ford System is built after seven years success in furnishing electrical equipment to leading cars in every price class.

Not new — not a "side-line" — but a remarkably compact little system which brings your Ford within driving reach of every member of the family.

Can be installed on any new or used Model T in a few hours' time.

Sold and Installed by **INDUSTRIAL GARAGE**
Twentieth and Harney Streets, Omaha
HERRING MOTOR COMPANY OF DES MOINES, Distributors for This Territory.

System as supplied includes motor generator, 6-volt battery, enameled steel battery box, starting and lighting switches, regulator - cut-out, all necessary wiring, chains and sprockets.

PRICE COMPLETE
\$75.
F.O.B. BOSTON

GRAY & DAVIS

STARTING - LIGHTING SYSTEM

"—climbs like a chamois"

Some motor cars, like some animals, climb hills easily.

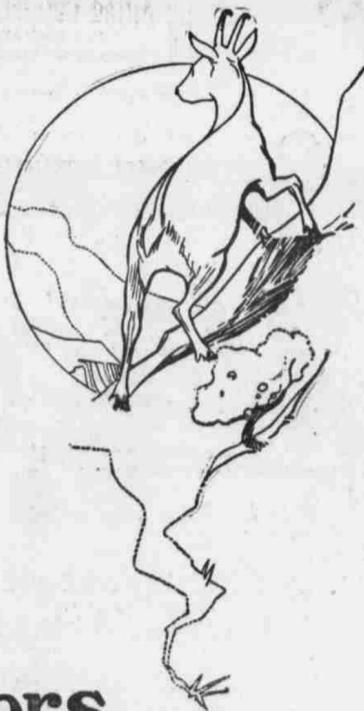
They have the excess of energy to meet continuously the ever increasing burden of uphill work without faltering or injurious strain.

The Chalmers New Six is such a car.

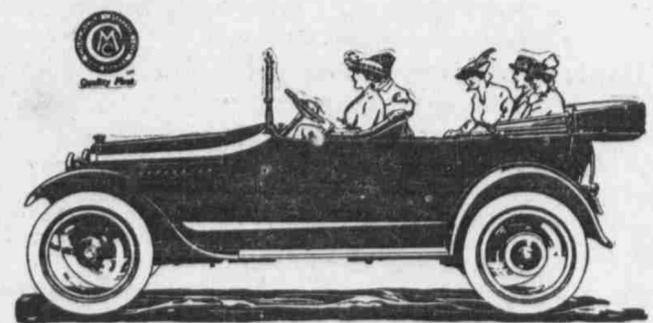
Its high speed, long stroke, valve-in-head motor with overhead camshaft delivers such a steady stream of abundant power that this car *climbs hills like a chamois.*

It has the power of a locomotive; it gets away like a racer.

Come in and let us show you why this car is so different in construction, appearance, and performance.



Chalmers
NEW SIX-40
\$1400



Stewart-Toozer Motor Co.
2048-52 Farnam Street Omaha Nebraska.
Telephone Douglas 138
Let your next car be a Chalmers