

The Motor in Reno and Nevada

THE AUTOMOBILE WORLD

The Highway and the Open Road

CHALMERS SMASHES STOCK CAR RECORDS

Notable Achievement Credited to Joe Dawson During Recent Classic

Through fog and rain and on a wet dangerous track Joe Dawson in a Chalmers car has eclipsed four of the greatest stock car records in America. Following the brief results received here several days ago, official reports and detailed descriptions have now come to hand telling of the dangerous obstacles overcome by the Chalmers in capturing this great record of endurance, according to the Osen-McFarland Auto Co.

Motor World the widely read national auto journal published the following in its latest issue:

"Three speedway records were broken by a Chalmers Six on the sheephead Bay Speedway. The car, which was driven by Joe Dawson, established a new world's 24 hour mark of 1898 miles, bettering the old mark of 1819 miles, made by Hudson last year, by 79 miles.

A summary of the record as recognized by the American Automobile association is printed herewith:

Hour	Chalmers' Mileage	Old Record
1	83	77
2	161	163
3	242	212
4	324	308
5	404	389
6	484	463
7	567	542
8	645	616
9	725	698
10	801	770
11	876	870
12	957	923
13	1039	1034
14	1115	1078
15	1194	1158
16	1271	1223
17	1351	1310
18	1429	1382
19	1502	1461
20	1580	1532
21	1650	1597
22	1738	1669
23	1817	1740
24	1896	1819

A glance at the foregoing table shows that the Chalmers practically made the same distance in twenty-three hours that the former holder had made in twenty-four.

BUICK DEMAND IS EXCEEDING OUTPUT

O. P. Judd Declares Supply for Coast Has Been Used Up; More Cars Needed

Mr. O. P. Judd, state distributor for the Oakland and Buick automobiles, returned this week from San Francisco, where he spent the early part of the week trying to talk the coast distributors out of more 1918 Buicks. He returned somewhat disappointed as the Howard Automobile company have none of the late models on hand in San Francisco nor have they definite advice of any en route. However, they are expecting this advice every day and Mr. Judd is very hopeful that by the first of next week he will be advised that there are a number of carloads of the new models on the road for him.

Mr. Judd received one car lot of the new models in Reno this week. In this load was a Buick Six, model 1749 and a Buick Six model 1745 and two fours, models 1737. These cars will be taken out immediately by customers who have been patiently waiting for the past few weeks. The sales room on Plaza has been the scene of much activity since these cars were unloaded, as many prospective purchasers, who have been anxiously awaiting the arrival of the new models have been in for demonstrations and Mr. Judd states that they have all gone away more than pleased, not only with the appearance of the car but also with its performance.

Mr. Judd has most of his territory signed up with his dealers for the 1918 season and they have all put in their orders for immediate shipment of car loads. The orders have been wired in to the factory. They are all very anxious to get these car loads in order to get the Buick business for the year started. Mr. Judd has not even been able to let them all have a demonstration.

SELLS 2-TON KLEIBER TRUCK

J. E. Wainwright sold a 2-ton Kleiber truck with Howard patent dump body to J. C. Games at Reno. This truck will be used for the present in hauling coal from Chilcoot, along the line of the new branch of the Western Pacific railroad running into Reno. He also reports that business is good and the future looks bright for a prosperous season.

BUILD NEW TIRES FOR NEVADA ROADS

Wood Sales Company Perfects New Design to Eliminate Sand Blisters

Cheering news for the motorists of Nevada was received during the week by Harry Wood of the Wood Sales company, who was informed by the factory that a change in the method of construction of the half-sole tire has been made. The tire is changed by the addition of an extra strip of cushion stock between the breaker strip and the carcass, thereby eliminating sand blisters and tread separations so common in Nevada.

Mr. Wood has been working for some time on this principle and the achievement will be received joyously by car owners of this state. The

NEW DODGE OWNERS RECEIVE MACHINES

Osen-McFarland Also Reports Arrival of Carload of Cars at Depot Saturday

The Osen-McFarland company reports a busy week, two Dodges being sold while one carload of Chalmers and two of Dodges were received for outside territory.

The firm is now unloading a carload of Dodges three of the machines already being sold and will be delivered to the new owners immediately.

Among the number who purchased Dodges during the past week were Nick Sorgi and A. T. Campbell.

Change was brought about through his efforts and only after a thorough study had been made of automobile construction and load conditions in the state.

VULCANIZING PLANT TURNING OUT ORDERS

Heavy Demand Is Made for the New Treading of Old Tires; Work Fine

One of the busiest places along automobile row in Reno is the Reno Vulcanizing works where the shop force is working overtime turning out the orders in an endeavor to keep the state clean and handle new business promptly. The new-treading of old tires is demanding the attention of the majority of the force, and the work turned out is giving satisfaction to car owners. The tire business is also reported good with sales on the increase. The firm has the agency of the Marathon tire, guaranteed for 5000 miles and a bulk demand has been made for this brand.

L. L. Gilcrease Co.

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USED CARS

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Chandler Records Are Owners' Records

Not to our knowledge has a professional motor car driver ever made a record with a Chandler Six.

But all the thousands of owners of Chandler Sixes, every day, are making the kind of records that count. Records of satisfactory service.

The Chandler Company has never built a racing car. Chandler owners do not want racing cars.

The 55 to 60 miles per hour speed that every Chandler car will do is speed much greater than you would ever ask for.

The Chandler Company has

never built a special mountain-climbing car with short wheel base and low gear ratio.

The ease with which every Chandler climbs steep grades on high gear is satisfying to the Chandler owner.

The Chandler Company has never supplied any Chandler dealer anywhere with a special gear ratio for demonstrating purposes.

What any Chandler six does your Chandler Six will do.

The manufacturer of one six can make just as big claims as the manufacturer of any other six, but

The Chandler Is a Fact-Car, not a Claim-Car, and These Are Facts, not Claims

- THERE IS NO OTHER SIX MORE FLEXIBLE IN CONTROL, MORE RESPONSIVE TO YOUR EVERY DEMAND, THAN THE CHANDLER.
- THERE IS NO OTHER WHICH WILL PULL HARD GRADES ON HIGH WITH GREATER EASE.
- THERE IS NO OTHER SO ECONOMICAL IN OPERATION.
- THERE IS NO OTHER WHICH EMBODIES IN ITS DESIGN AND CONSTRUCTION SO MANY FEATURES CHARACTERISTIC OF HIGH-GRADE HIGH-PRICED MOTOR CARS.
- THERE IS NO OTHER OF MORE BEAUTIFUL BODY LINES OR GREATER RIDING COMFORT.

FIVE BEAUTIFUL BODY TYPES

- Seven-Passenger Touring Car, \$1895
 - Four-Passenger Roadster, \$1595
 - Seven-Passenger Convertible Sedan, \$2295
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OSEN-McFARLAND AUTO CO.

L. E. GALLAHARN Manager Phone Main 519 29 WEST PLAZA Reno, Nevada

CHANDLER MOTOR CAR COMPANY, Cleveland, Ohio

We New-Tread Old Tires

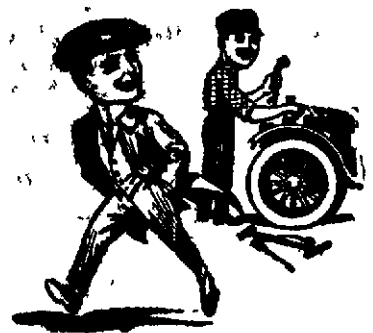
If the fabric is in good condition we can make your old tire practically as good as new by our FACTORY PROCESS, at about 1-2 the COST of a NEW ONE. Save your old casings and consult us.

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