

in the memory of every automob-
ile that motor trouble used to be
common. The development in this
field the last two or three years has
been phenomenal. At the present time
which does not give satisfactory
service have very little standing
with automobile buyers. The greatest
can say for Chalmers cars is
they give satisfactory service on the
points, more than anything else,
is the comfort of the user.

WHEEL COMPANY ADOPTS POLICY OF "INDIANAPOLIS FOR IN- DIANAPOLITANS", CENTERING WORK

Policy of "Indianapolis for In-
dianapolitans" as Business Expands
to Big Proportions.

A commendable illustration of civic pride
is manifested by the Delmar Auto
Wheel Company of this city. "In-
dianapolis for Indianapolitans" seems to be
the important policy of the managers of the
company. Although doing a capacity busi-
ness that is very satisfactory, prefer-
ring to contract for future orders will
go to automobile manufacturers either
in Indianapolis or the immediate vicinity.
The organization of the company grew
out of a congested condition which Indi-
anapolis manufacturers were experiencing in
bodies and wheels, and the firm
took its first responsibility naturally
to "home folk."

In three short months the Delmar
has grown from a mere idea to
a producing plant, occupying more
than three acres of floor space and with an
equipment consisting of all the modern ma-
chines for producing wheels, bodies and
bodies. Three hundred men, including drafts-
men, metal workers and wheel workers,
are employed and the daily output is prov-
ing to be well beyond the most promising
expectations of the promoters.

COURT IN MOTOR CAR.

Justice Breen of New York Puts Auto
to Strange Service.

An automobile has been put to a variety
of uses, for which, on the surface,
it does not seem intended; but it has re-
cently been used in a most unusual way
by Justice Magistrate Breen of New York
in a motor car for a courtroom. The
incident is described as follows:

Justice Breen held court in a Chal-
mers car in front of the Morrisania
court to decide a speeding case in-
volving Edward Bewlyheimer, a manufac-
turer, 35 years old, of 21 West Sixty-fifth
street, who was arrested on Feb. 21 last,
for speeding on Jerome avenue,
between Hundred and Sixty-ninth street, at

JAY GOES WITH U. S. M.

QUITS RACING TO SELL CARS

FAMOUS DRIVER WILL BE ASSISTANT
TO DISTRICT MANAGER, WITH
OFFICE LOCATED IN CHI-
CAGO AT ONCE.


Mystery surrounding the activities of
Webb Jay, one of the best-known auto-
mobile men in the world, a former driver
of international fame, inventor, expert
mechanic, reliability tour pilot and suc-
cessful branch manager and salesman,
was cleared yesterday by an official an-
nouncement by the United States Motor
Company. Mr. Jay is appointed assistant
to District Manager J. I. Hadley of the
new \$16,000,000 corporation, with offices
and headquarters in the Maxwell-Briscoe
Building, Michigan avenue and Eighteenth
street, Chicago.

Mr. Jay, for a time at least, will give
his special attention to the marketing of
the Columbia car, which recently became
one of the "U. S. M." group, with the
central and southern states market as his
jurisdiction. Both Mr. Handley and Mr.
Jay have departed from Chicago for a
flying visit to the principal Southern
cities, New Orleans and San Antonio be-
ing their chief objectives.

Near Death in One Race.

In the early days of the track racing
Driver Jay startled the motor world by his
daring driving, winning many contests
from Oldfield and other well-known
drivers. In an accident at Buffalo, in
which he was hurled through a fence by
the wrecking of his racer, Jay was so
badly injured that his recovery was
doubted. However, upon regaining his
health and strength, Mr. Jay promised
never to drive in a race again, and sat-
isfied himself with piloting machines in
reliability contests.

Affiliating with the White Steamer in-
terests, with the Chicago agency under
his control, Mr. Jay became one of the
most successful merchants of automob-
iles in the country. Subsequently he
withdrew from the company, contem-
plating marketing a car of his own man-



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