

### ENTIRE COUNTRY IS PROSPEROUS

Advertising Manager of Studebaker Corporation Declares Auto Business Best Ever.

#### NEWSPAPER COPY IS THE BEST

George L. Willman, assistant sales and advertising manager for the Studebaker corporation, has returned from visiting the larger distributing agencies for Studebaker in the middle west and southwest. Mr. Willman took advantage of every opportunity for seeing up the business situation of the different territories and comparing in his investigations what he could hear and see.

"Nothing," said Mr. Willman, "could apparently have been more pleasing to the agencies I visited than the telegraphic messages that were sent from the Detroit factories to Studebaker representatives that September had proven to be the greatest month for the production of cars in the history of Studebaker. And nothing, I know, could have been more pleasing to me than the orders for Studebakers that were shown me at different points I visited. Dealers who have already gone above their contracts told me that with the assurance Studebaker could promptly take care of additional orders within a reasonable time, they would now book orders which require little more proceeding than that of signing up.

"This condition with the automobile business, and prevailing as it seemingly does with other lines, can indicate only that these United States of America are riding on the crest of a wave of unprecedented prosperity. Insofar as I can recall, it is the first time in the history of this country that every part of it has been prosperous at the same time. I have been all through the corn belt, and this year's crop will be the most valuable the country has ever produced. The frost which came, per schedule, was so light that its effect was helpful more than anything else.

"The cotton crop may not come up to its usual size, but the price is right for the planter, which is more consoling than an overproduction. It is simply a case of every one of the forty-eight states contributing one another on bright skies and sunshine and 'business is good, thank you,' all around.

"Advertising has been the most potent factor in pulling business through the slough of despond," continued Mr. Willman.

"When one stops to think it over, can they recall any time when the newspapers carried more advertising than was the case during the period of depression?"

Going further into a discussion of the subject of advertising, Mr. Willman said: "In direct sales, newspaper advertising is the best medium. Of course, we use the big national magazines, but we do that to introduce our products to gain for it the confidence of the nation as a whole. When we spend a certain amount in a magazine advertising campaign we see no immediate result in actual sales, but if we spend a like amount with the daily newspapers our sales leap. The newspaper brings home an article to the reader, it makes a direct specific, intimate appeal. The magazine advertisement makes its impression, but sales are usually the result of the perusal of a newspaper advertisement."

### LOS ANGELES AUTO SHOW HAS DAY FOR ANITA KING.



Anita King

Anita King, who drove alone in a Kisselkar from coast to coast, passed through Omaha Friday, enroute to Los Angeles. This time, however, she rides on the train. W. L. Killay of the Noyes-Killay Motor company, local representative of the Kisselkar, and several friends, met Miss King at the station and heard the details of her trip from Omaha to New York.

A party of 150 automobilists met Miss King at the Thirty-first street landing, New York City, and accompanied her nine miles to the city hall, where she delivered her message to the mayor of New York, and where she was presented with a beautiful loving cup as a token of admiration. Miss King bears the distinction of being the only woman having made, alone, the coast to coast trip.

After spending four days in New York City, Miss King left for California. Enroute she was asked to visit the Kissel factory in order to pick out the automobile which is to be presented to her by the management. The car Miss King picked out is the same model as the car she drove from coast to coast except that she has substituted a four-passenger roadster body and wire wheels.

The management of the Los Angeles Auto show has declared its intention of setting aside one day as Anita King day at the auto show. This will be the day upon which Miss King is presented with her new Kisselkar. Miss King expects to receive her car Saturday, so in all probability last Saturday was her day at the auto show.

Today the Kisselkar organization and her motion picture friends will give a banquet in her honor.

### Kissel Kicks When Other Auto Makers "Steal His Stuff"

The advent of the convertible car has developed an interesting situation. Kissel brought it out last year and applied a name and gave it wide newspaper publicity. The public responded and this year other manufacturers began to make detachable tops. Then something happened. The trade name Kissel originated and applied, the "All-Year Car," began to creep into the literature and advertising of other manufacturers. At this juncture Kissel stepped in and said "Stop!"

"We expected competitors to follow us on the 'All-Year-Car,' as they did on the divided front seat and the two-door body," says George L. Kissel, president of the Kissel Motor Car company, "but we must object to the use of our trade name. We designed and brought out the convertible car in 1914 and to make the identity of our product doubly sure we applied the trade name 'All-Year-Car' and spent thousands of dollars to let the public know about it."

### Maxwell Sedan Growing Popular

The winter car movement is on, says C. W. Francis of the C. W. Francis Automobile company.

"There is not one solitary reason why the winter models and winter driving should not be as popular here as it is elsewhere.

"Every dealer on the Auto row can see the logic in building these cars. It means driving cars all the year and eliminates the last objection, namely, that of comfort."

### Goodyear Window Display Attractive

The Goodyear Tire and Rubber company is arranging some very attractive window displays, which reflect a great deal of credit upon Farnam street and the Auto row. The display this week is the third one and shows a number of tires which have seen actual service, together with the placard showing the actual number of miles of service given by each tire.

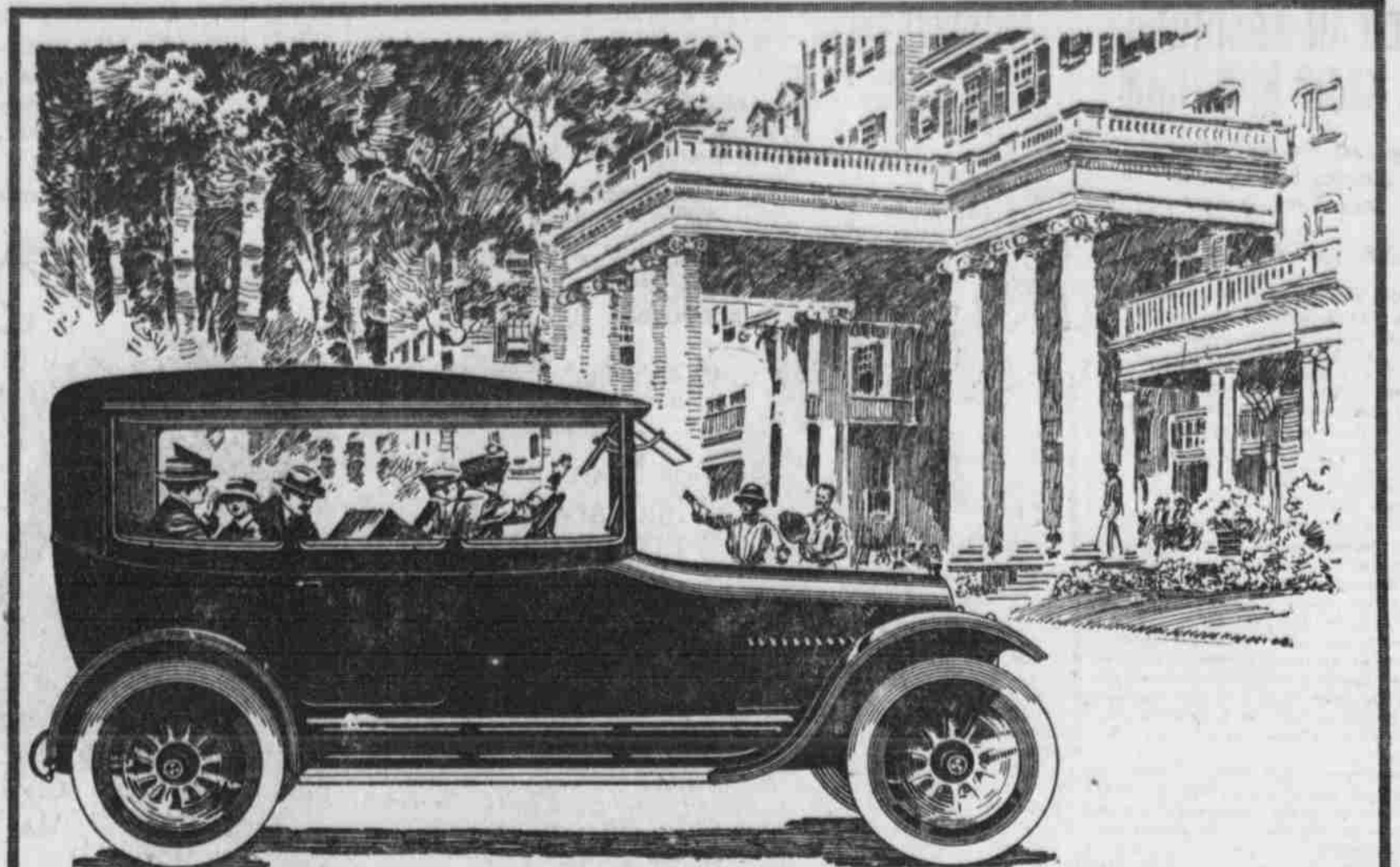
### McSHANE RETURNS FROM THE REGAL AUTO FACTORY

F. J. McShane spent the latter part of the week at the plant of the Regal Motor Car company, Detroit, Mich. Mr. McShane says the Regal is putting a larger motor in the little car and are making numerous improvements which will be displayed on cars coming to Omaha next week.

### FREMONT INVITES OMAHA BOWLERS TO TOURNAMENT

Omaha bowlers have been invited to take part in a tournament at Fremont on some new alleys which are to be opened up shortly. It is planned to have several crack five-man teams of the state play at the dedication. Half a dozen Omaha teams will probably accept. Fremont is out after the next state bowling congress.

Use The Bee's "Swapper" column.



## Hudson Touring Sedan A New Hudson Conception

The Hudson, which has won the lead among fine cars, will this fall attain the top place in enclosed cars. Four enclosed bodies have been created, strikingly artistic, extreme in their elegance, novel in features. Perhaps the most unique and appealing is this Touring Sedan.

Sedan. Nothing known to luxury is lacking. With the windows down this becomes a Touring Car. Not a sash remains, not a support, to obstruct the entrance or the view. Countless men and women will find their ideal in this car. Anyone can operate it with the inside drive. And this one body supplies a perfect car for all seasons and all weathers. The car is so popular that half our output is already sold.

### AN ALL-YEAR CAR

With the windows up this car becomes a luxurious

### THE ARTISTIC LIMIT

We have reached the zenith in Hudson Sixes, and the demand shows that men concede it. Now we shall earn the same supremacy in luxurious closed bodies. And Hudson prices will multiply their use. These bodies are built by coach builders of international repute. Anything finer is impossible. Every detail you can think of is embodied, and perhaps as many more. You will find these closed Hudsons, we think, the handsomest cars you see anywhere this winter.

Hudson dealers now have closed cars on exhibit. But see them early, for our output is well sold already.

For full descriptions write for Catalog of Closed Cars

HUDSON MOTOR CAR CO. Detroit, Michigan



CABRIOLET Changes quickly from an open Roadster to a closed Coupe. Price, \$1800, l. o. b. Detroit.



COUPE For comfort on stormy days, yet open and delightful in summer. Seats four. Price, \$2000, l. o. b. Detroit.



TOURING SEDAN With windows up—the same car as pictured above. Price, \$1875, l. o. b. Detroit.



LIMOUSINE A distinguished model, most luxurious. Extra seats face forward or backward, and disappear when not wanted. Price, \$2450, l. o. b. Detroit.

GUY L. SMITH "SERVICE FIRST"

2563-5-7 Farnam St.

Omaha, Neb.



## A Car for Every Month in the Year

THE ALL-YEAR CAR, a Kissel idea, supplies for the first time the comfortable and continuous every-day use of one car the year 'round without sacrificing appearance or refinement. A closed car in winter—a touring car in summer.

## The ALL-YEAR Car

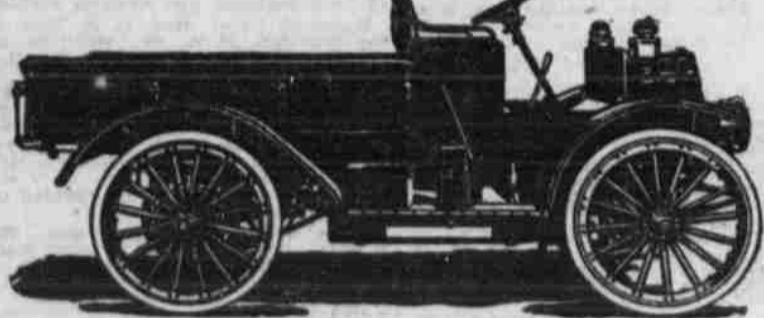
ONE car for all seasons—Five-passenger Touring Car with Sedan Top—Four-passenger Roadster with Coupe Top—quickly attached or detached in your own garage. Worth investigating. Won't you call or write?

We are closing our 1916 contracts with agents NOW. This is a very desirable and attractive proposition. Write us, or come and see us at once.

Noyes-Killay Motor Co., Distributors 2005-60 Farnam St., Omaha, Neb.



## An International Motor Truck for \$600



Model MA, air-cooled, \$600 cash f. o. b. Akron, O.

THIS extremely low price is for a 1,000-pound truck, ready to run, with standard express body, as shown above, finished in rich brown. We can also furnish different styles of body on special order.

Model MA is the latest model of a truck we have sold by thousands for eight years, and that has proved itself just right for quick deliveries and light hauling.

Air-cooled, heavy-duty motor—the long wearing kind with power to spare.

One lever control, simple and easy to manage.

Roller bearings in transmission and countershaft.

We recommend this truck to retail merchants who want an economical, up-to-date delivery system, and to contractors to use when hauling men and material from one job to another.

At \$600, this Model MA is a remarkably good buy.

We also have other models: M, water-cooled, of 1,000 pounds capacity, at \$710; E, of 1,500 pounds capacity, at \$850; and F, of 2,000 pounds capacity, at \$1,500 for the chassis only. All prices cash f. o. b. Akron, O.

Write the nearest address for complete information and get a line on International Harvester service before and after the sale.

International Harvester Company of America (Incorporated)

Omaha, Neb.; Cedar Falls, Ia.; Concordia, Kan.; Council Bluffs, Ia.; Crawford, Neb.; Davenport, Ia.; Denver, Colo.; Des Moines, Ia.; Dubuque, Ia.; Fort Dodge, Ia.; Helena, Mont.; Kansas City, Mo.; Lincoln, Neb.; Mason City, Ia.; Minneapolis, Minn.; St. Joseph, Mo.; St. Louis, Mo.; Sioux City, Ia.; Sioux Falls, S. D.; Topeka, Kan.

Agents Wanted in Unoccupied Territory. Write, Wire or Phone

## Big Garage Business For Sale

On account of ill health. Fifteen thousand dollar stock. Work four men in repair shop. One road salesman. One supply salesman and bookkeeper in office.

Have "Maxwell" agency for two and one-half counties, twelve sub-agents under me with written contracts for following year and now have one hundred car contract for 1916. Sold sixty cars last year.

Located in Cass County town of 7,200.

Building can be leased for five years at time, reasonably. 90x44 ft., 3 stories with basement repair shop, main floor and town hall above fitted with stage. Strictly modern throughout. Will consider a quarter of land as part payment. Address Y 125, Bee.

For photographs for weddings, parties or special occasions, phone The Bee Photograph Dept.

## AN INVESTMENT THAT PAYS BIG DIVIDENDS A BEE WANT AD