



ORR SELLS 4 CAR LOADS OF PACKARDS

Record Performance Made Without Demonstrating Car by the Local Agent.

INTEREST ALL OVER THE WEST

"The last order we took for the new Packard Twin-Six was Saturday morning before 9 o'clock, and this made four complete carload shipments," said H. F. Orr of the Orr Motor Sales company.

"It is interesting and very encouraging indeed to know of the enthusiasm the new car has created throughout Nebraska over the route which Mr. Joy drove last week on his way to the Pacific coast. Inquiries have been pouring in faster than we as Packard dealers ever experienced, and since they come largely either from those who have thus far never owned a motor car, or from those who are already driving other makes, it is very evident that this year more than ever we are going to have a big increase in our business from sources outside of the regular Packard family.

Confidence in Twin-Six's. "The confidence shown by those who have already placed their orders for the new Twin-Six is very gratifying to us, and the reports we get daily from the factory indicate that this feeling is general throughout the country. To say that we are disappointed at not receiving our demonstrating car is probably a very mild statement, but we could not have expected it so early.

"In explaining their reasons for making an early announcement of the new models, the Packard factory advises us that so many rumors were going the rounds all over the country as to what the new product would be that we thought it an injustice to those who were waiting for Packard cars to keep them in suspense any longer."

Electric Starter Increases Business

W. C. Marsh of the Industrial garage announced last week that he had concluded arrangements with Gray & Lewis to represent them here in the Omaha territory in the sale and installation of the Gray & Lewis electric starter and lighting system, which has been brought out especially for Ford cars. In view of the fact that it is possible to make the installation in one day, the new device will prove attractive to farmers, who can drive here in the morning and be back home the same night. Some idea of the success of the new system might be gained from the number of cars that are being equipped. While this system has been designed especially for Ford cars, Mr. Marsh has had the foresight to prepare himself to attach it to all makes of cars. The market in and adjacent to Omaha is practically unlimited, the price being within reach of any car owner. The same shortage in the supply of these systems is being experienced by Mr. Marsh that automobile dealers along the row are having with the cars they handle.

Auto Tourists Stop Off in Omaha

Auto tourists are now stopping off in Omaha in increased numbers and are finding the Omaha Auto club and the various hotels anxious to extend the hospitality of the Gate City. The following motor parties have registered within the last day or two at the Auto club's headquarters at the Hotel Fontenelle:

Clark Patton and family of three, Grand Rapids to Spencer, Neb.; C. H. Long and party of two, Twin Falls, Idaho, to New York; M. H. Kellogg and party of three, Battle Creek to San Francisco; John Herforts and party of four, Cincinnati to San Francisco; Arthur L. Brown and party of two, Cincinnati and return; A. A. Bred and family, Waukegan, Wis., to Pacific coast; Mr. and Mrs. W. H. Schmidt and Mr. and Mrs. W. L. Tristrey, New York, to Pacific coast.

MANY BUICK DRIVERS ARE ENROUTE TO COAST

The first arrivals of summer tourists to go through Omaha were driving Buicks. Seven carloads passed through the city during the last week and were high in their praise of the service accorded them by both the Omaha Auto club and the Buick branch. They all reported heavy roads, but say that within a week's time they will again be in good condition.

W. L. Tristrey of New York City is driving a Buick six from New York, is going to ship the car to Hawaii and motor through the islands. He expects to travel about fourteen months.

Fred Paulman, from Hot Springs, Ark., drove through on the way to his summer home in Canada.

A. V. Miles of Ogden, Utah, is making a record run with a 1915 Buick "T" to New York City. Considering the roads, he is making wonderful time.

George H. Fuller of Columbus, O., passed through on the way to the exposition, driving a model C-6.

R. H. Davis of Toledo, O., left that city Sunday evening and arrived in Omaha Wednesday morning. He says nothing but Buick could have made it in that time, considering road conditions.

Mr. Drexton, service manager for the Nebraska Buick Automobile company, also says that they are ever anxious to give these through Omaha tourists the best he has in the way of service.

Strengthened Sore Back.

Helps Kidneys.

Take six drops of Sloan's Liniment four times a day and apply to small of back. It kills the pain. All druggists—Advertisement.

See Want Ads Produce Results.

AUTO MAKER NEVER CONTENT

Not Since the Birth of His Industry Has He Stood Still, Says Elmer Apperson.

LOOKING FOR IMPROVEMENTS

"The automobile manufacturer is never satisfied," says Elmer Apperson, president of Apperson Brothers' Automobile company. "By that I mean he has not stood still a minute since the inception of the industry. He is constantly seeking ways of improving his product and it is evident by the progress made that he has been constantly active. The keen rivalry between companies for leadership also has a tendency to bring out the best in the shortest time and we are ever on the move to give to the purchaser every refinement and mechanical advantage available.

"Every improvement made was undoubtedly important at the time it was brought out, but today, how crude seem the things of years ago, how small in comparison with later achievements.

"We were the first to bring out the double opposed motor. We thought it quite an advancement at the time, but it was not long before this type gave way in the four-cylinder vertical design and now the six is dividing honors with the four. And so it has been with many things since the days of the single-cylinder car. I suppose ten years from today we will have discarded ideas and plans now in use. It will be more interesting than ever to watch the changes from now on.

"To me, this energetic progress is especially pleasing, for when I look back over the twenty-two years I have been in the business, I cannot help but marvel at the wonderful changes in the industry and how happy I am to think that I live in this age and am given the privilege of adding my mite to the development of this wonderful industry."

Life of Auto Tire Depends Mostly on Care of the Owner

"Some tires run 3,000 miles, some run 6,000 to 8,000 miles. It looks to me as if the difference in mileage is more often due to the attention tires receive than to any other cause," says J. M. Dine, branch manager of The Goodyear Tire and Rubber company.

"All of which bears on the new, present era of tire merchandising. It is no longer true, if it ever was true, that intelligent tire dealers strive to sell as many tires as possible to a few customers, and that dealers delight in seeing tires go wrong quickly. The new idea is to sell tires to as many customers as possible, and to make those customers satisfied customers, so that they will come back to the same place regularly for their requirements.

"The Goodyear Tire and Rubber company has capitalized this idea for the benefit of the tire user, in the establishment of service stations, in the large and small cities of the country.

"A Goodyear service station means just that. We are tire doctors. We can help tires keep well in the beginning, as well as doctor them when neglect has made them sick.

"We find that tire mileage is increased surprisingly by a little care and forethought. We advise on air pressures and point the dangers of under-inflation. We often obtain thousands of miles of tire wear by the timely application of quick repair gum to a little cut, thus keeping out those enemies of mileage—water and dirt.

"In thousands of ways the new merchandising era is helping, both the tire merchant and his customers, and the idea has come to stay. Tire users come to us for advice, for help, for service—and that exemplifies the finest kind of relationship that can exist between a merchant and his customer."

ROME MILLER RE-ELECTED TO HOTEL MEN'S OFFICE

Rome Miller, who has returned from attending the National Congress of Hotelmen at Cleveland, was re-elected chairman of that organization while there. The chairmanship is the only executive office and corresponds to president.

Bailey service means upkeep.

Second Omaha Girl Goes to Europe to Be Married There

Omaha boasts a second international romance, intimately connected with the European war. Mr. and Mrs. Morris Meyer received a cablegram Friday announcing the safe arrival of their daughter, Minna, in Norway, whence she sailed to join her fiancé, Mr. Felix Schrader of Germany.

Miss Adah Blanche Roe, daughter of the late Mr. and Mrs. John P. Roe, plans to sail June 15 on the "New Amsterdam" for Germany, where her marriage to Dr. Herman Lommel of Munich, Germany, will be celebrated.

Miss Roe is now in Omaha, the guest of her sister, Mrs. A. F. Tyler, and Dr. Tyler, having just returned from Simpson college, where she has been teaching.

Miss Roe is a graduate of the Omaha High school and later attended Bryn Mawr, in both institutions distinguishing herself for scholarship. Miss Roe won many honors at Bryn Mawr, including a traveling scholarship in Germany, and also taught for awhile at the same college.

Castellar School to Hold Graduating Exercises June 16

The Eighth B. graduating class at Castellar school will hold its class day exercises on June 16 at the school. A feature of the program will be the presentation of scenes from Dickens' stories. The program will be:

Part 1—Charles Dickens' people: Talking about Mr. Dickens' work, playing the boys-hall, showing David Copperfield, Mr. Peggotty's boat home, selling his waiatcoat, arriving at the home of his aunt, Miss Betsey Trotwood, calling at the Micawbers.

Part 2—Victrola music.

Part 3—Presentation of diploma, class song.

Part 4—Piano duet in the hall, May pole dance.

Members of the class are: Josephus A. Briggs, George Langer, Louis J. Chaboud, Ethel M. McGuire, Eva M. Davis, Narel Michaelson, Johanna M. Ekstrand, Emily D. Mullinger, Mable Klunquist, Agnes H. Pedersen, Carl L. Elissa, George Hillman, Frieda M. C. Funk, Adeline E. Schomaker, Margaret Harrington, Raymond P. Stricker, John A. Heen, Hilson M. Swickard, Charlotte L. Huntley, Kathryn Swickard, Verda Jacobson, Georgia Tuma, Lillian E. Kavan.

Good Weather is Driving the Prices to a Lower Level

The return of good weather to the grain belt of the central west and the reports of bumper crops in prospect sent grain prices still further down, wheat on the Omaha market losing 4 cents and selling at \$1.24 1/2 per bushel, about the lowest since the first of the year. Receipts were liberal for a Saturday, there being twenty-three carloads on the market.

Corn sold off 1 to 2 cents, prices being \$0.70 cents per bushel. The receipts were 104 cars.

Oats followed the other grain and went down 3/4 to 1 1/2 cents per bushel, selling at \$0.59 1/2. The receipts were twenty-three carloads.

DR. CROTHERS TO TALK IN OMAHA NEXT FRIDAY

Dr. Samuel McChord Crothers, pastor of the First Unitarian church of Cambridge Mass., who is to deliver his lecture, "A Literary Clinic," in the auditorium of the Central High school on Friday evening, June 11 is known in the west and middle west because of his Raymond F. West memorial lecture.

Although Dr. Crothers comes here under the auspices of the Omaha Unitarian society, his lecture here is to be nonsectarian and of a purely educational nature. William F. Gurley of Omaha will introduce Dr. Crothers and the Harvard men of Omaha who have attended Dr. Crothers' church at Cambridge will act as ushers. The lecture will be open to the public and no admission will be charged.

A noon luncheon is being arranged for Friday at which time the Unitarians of Omaha will have an opportunity to meet Dr. Crothers.

H. S. Cadets to Use Burlington to the Cadet Encampment

In going to Malvern, Ia., where they will hold their annual encampment, the high school cadets will travel over the Burlington. Instead of the Wabash, as originally planned. Owing to the washing away of the track in the vicinity of Gallatin, Mo., the Wabash will be unable to get equipment to this end of the line and consequently company officials have been obliged to cancel the contract.

Over the Burlington the cadets will have a special train that will leave Council Bluffs at about 9 o'clock Monday morning. From Omaha to Council Bluffs the boys will go on special cars of the street railway company. The distance to Malvern is about thirty-seven miles and the run will be made in little more than an hour.

Thursday at the camp will be visitors' day and to accommodate parents and friends the Burlington will run a special train from Omaha, leaving at about 9 o'clock in the morning and returning will leave Malvern at 6:30 o'clock in the evening.

To Lay Cornerstone Sunday Afternoon

The cornerstone of the St. Joseph Catholic church, a new structure which is being erected at the corner of Sixteenth and Center streets at a cost of \$45,000, will be laid Sunday afternoon with appropriate ceremony. The services will start at 1 o'clock and Bishop Scannell and Father Gannon will speak. Rev. Pacificus Kohnen is the pastor at the church.



The Folly of the Cheap

"Cheap things are made for people who cannot pay more; who are forced to get along the best way they can.

The people who buy goods or services in this way invariably pay out more in the end by having paid less in the beginning.

The real value of an article is not the price you pay but the use you get. Today the value of things is based on the service rendered—not on the purchase price."

Marathon Tires are built to meet a quality demand and not price competition. They are absolutely right, and while they cost more to buy they cost less to use.

Akron-Marathon Rubber Co. 2322 Farnam Street, OMAHA, NEB. Douglas 2366.

MARATHON

Notice of Increase in Guaranteed Mileage to 6,000 Miles



Hereafter 6,000 miles will be the basis of guaranteed service for all Pennsylvania Oilproof

VACUUM CUP TIRES

per guarantee tag attached to each casing.

This will apply also to all Vacuum Cup Tires at present in service.

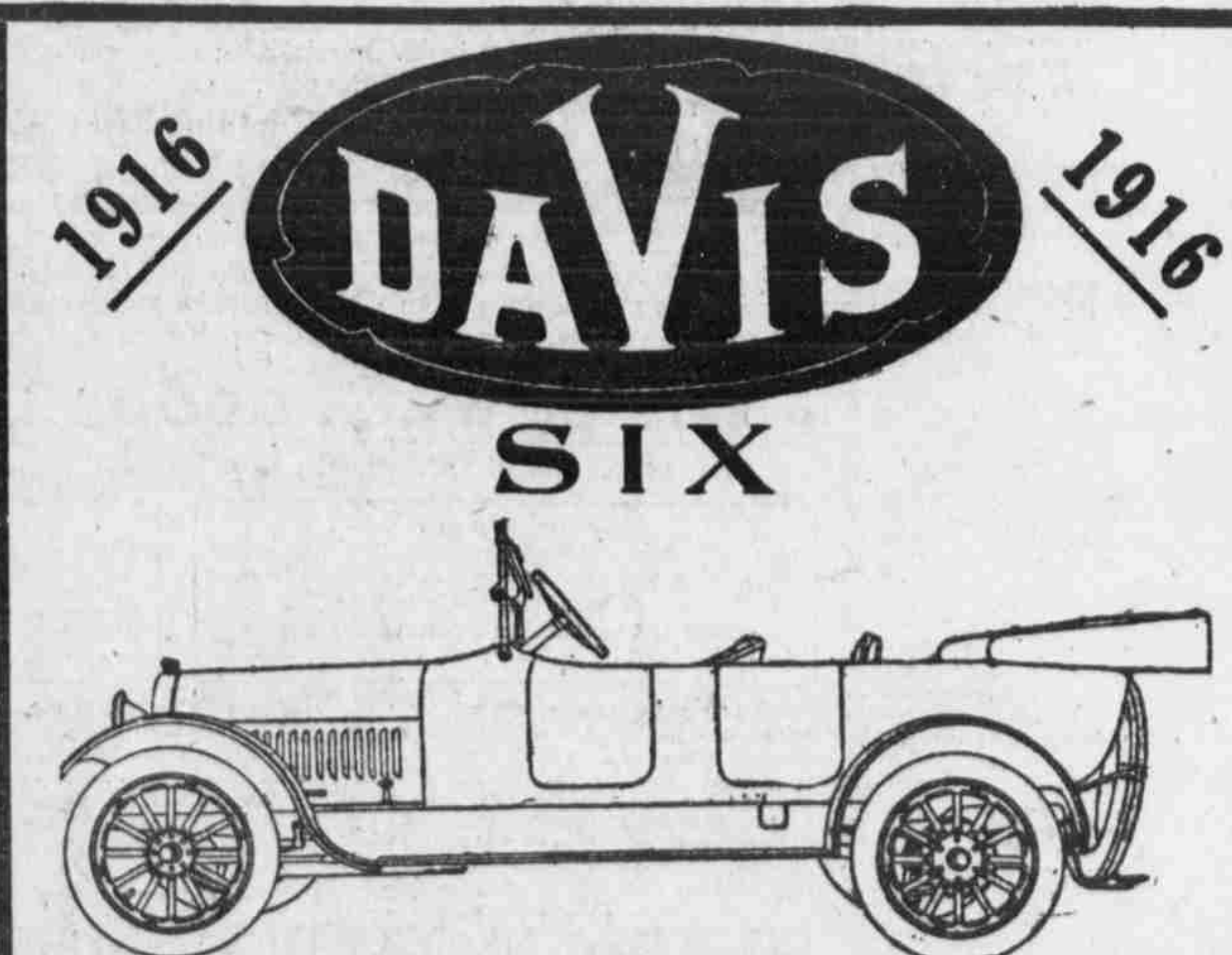
This announcement follows logically the result of The Automobile Club of America Official Test, in which nine tires on heavy cars averaged 6,760 miles, three of them exceeding 8,900 miles.

On the new basis of guarantee, Vacuum Cup Tires are lower in cost per mile by from 17% to 22% than any so-called non-skid tires sold on a 3,500 miles adjustment basis.

Bear in mind also that Vacuum Cup Tires are the only tires guaranteed not to skid on slippery pavements, or returnable at full purchase price after reasonable trial.

The Vacuum Cups act on the only principle by which rubber projections can grip a smooth wet surface.

PENNSYLVANIA RUBBER CO., Jeannette, Pa. Offices in all Centers Omaha Branch 2212 FARNAM ST. Dealers Everywhere.



Established 1902

\$1,495 Fully Equipped

Builders of High Grade Motor Cars for Years

Six-Cylinder Type "N" Continental Motor Warner Transmission and Steering Gear Weston-Mott Floating Rear Axle Westinghouse Electric Lighting and Starting System Hartford Universal Joints Sheldon Springs; Semi-Elliptic Front; Platform Rear

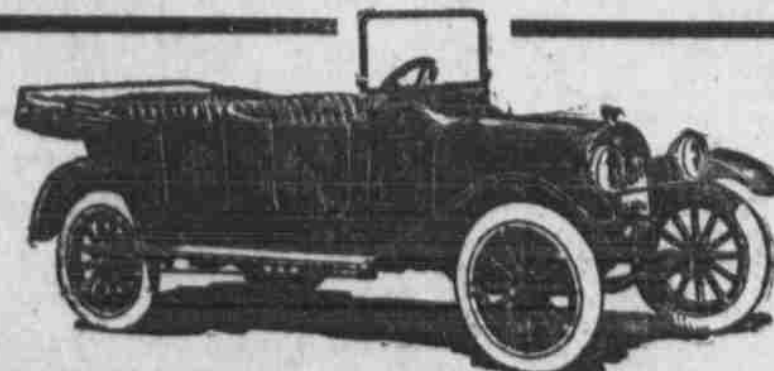
Concealed Speedometer Gear Wheelbase—124 inches. Wheels—34x4 1/2 inches One Man Top, Never Leak Material Upholstery—Number 1 Leather is used for deep Turkish cushions, built up from best curled hair over double-deck mattress springs.

The above is an old story to the buying public, as the greater per cent of the high-grade automobiles built today list their virtues under these same specifications.

There are several things however, that you are entitled to, with an expenditure of \$1495 that we give you; such as soft, easy riding in the tonneau, obtained only over long, absorbing, platform springs, liberal tires, 34x4 1/2; adjustable driver's seat and Revolving Parkor Car Passenger front seat, with passage way between the two, giving access to either front or rear seat, and a luxuriousness unsurpassed at any price in finish, upholstery, conveniences, and all details of equipment.

It will cost you 2c to write, nothing to phone, and thirty minutes of your time to investigate and test this car in a comparative way. Get in touch with us today.

W. T. WILSON AUTO CO. 1910 Farnam St. Phone Doug. 8602 Omaha, Nebraska



SPHINX CARS WIN FOR THE AGENTS

The price \$695 tells the story. Every locality has from one to twenty-five prospects who would buy this car. We have some choice territory open and a money making proposition for men with red blood.

28 Horse Power. Electric Lights. 112-inch Wheel Base. Electric Starter. Cantilever Springs. Demountable Rims. A big roomy car with 1916 design streamline body.

If you want to make money while the car business is good, come in and get a DEMONSTRATING CAR and get into the field. More cars will be sold during the next 90 days than in any similar period in the history of the business in this territory.

We can deliver cars. Do you know any one who would buy one? Come in at once.

E. M. Reynolds & Co., Distributors, 2105 Farnam St. Omaha, Neb.