

BIG PRICE IS PAID FOR A TRADE NAME

Each Letter in "Detroit" Has Advertising Value of Thousands of Dollars.

REGARDED GOOD INVESTMENT

"The modern trend of business has been to build around a trade name," declared Alfred O. Dunk, president of the Detroit Motor Car company. "When I purchased the stock and assets of the Briggs-Detroit company last July I paid approximately \$20,000 simply for the trade name 'Detroit'. There are exactly eight letters in the name, which would figure their value at approximately \$2,500 per letter.

"Every year of a corporation's existence the trade name associated with the company becomes of greater value. For example, while I paid \$20,000 for the name 'Detroit', I would now place the value of that trade name at not less than \$200,000, or \$100,000 a letter. The increase in value has all taken place within the last ten months, and is occasioned by the advertising and formation of a thorough sales, production and other forces, besides the remarkable success which has been obtained by the new 'six,' which was shown for the first time at the Chicago Automobile show.

Seems Like Big Sum.

"To the laymen some of these figures may seem exorbitant, even the initial amount paid for such an intangible asset as a trade name. In revolving this matter in my mind, however, at the time I purchased the property I figured the commercial and economic value of the name 'Detroit' as associated with a car of quality. The name lends itself readily to advertising, but it is also a name that is most exacting in its demands, for the very reason that it is symbolic of the city producing a product that stands for superiority and supremacy in the broad field of manufacturing.

"That my judgment in purchasing the 'Detroit' as a trade name has been most sound is fully evidenced by the fact that my new car, the 'Detroit six-45,' has proven an unequalled success and is being hailed with enthusiastic approval by dealers and the general public throughout the United States."

CAR MAKES REMARKABLE CRASH THROUGH BRIDGE

Like men, some automobiles can stand a tall amount of real punishment, and in exemplification of this fact comes a story from Spokane, Wash., of the remarkable way in which a 1915 'Jeffrey Four' emerged from a fifty-six foot plunge from the Monroe street bridge of that city. Instead of being reduced to splinters, the car was found to be only \$200 worth the worse for the drop.

The accident was the culmination of a joy-ride. All of the car's eight occupants were badly injured, one probably fatally. At the time it ran through the railing of the bridge, the car's approximate speed was sixty miles an hour. It tore away fully thirty feet of the bridge guard-rail as it veered from the roadway.

Not a spring was broken, while all the spokes in the wheels, except one, remained intact. Even the body, though considerably battered, was not so far gone that it could not be straightened afterward.

When the car was raised to the surface it was taken to a repair shop. There the frame was straightened and the wheels repaired and the machine as a whole touched up and made to look precisely as it had before, at a cost of slightly within \$200.

KING OF SPAIN BUYS SECOND WILLYS-KNIGHT

King Alfonso of Spain has ordered his second Willys-Knight touring car through the ambassador at Washington. It is to be shipped immediately to the royal palace at Madrid from the Toledo factory.

MANY SWEEPSTAKE ENTRIES

Indianapolis Race Promises to Have No End of Ambitious Auto Drivers.

CONTENDER FROM LEE, ILLINOIS

INDIANAPOLIS, May 6.—There is no dearth of ambitious automobile race candidates, as indicated by the flood of telegrams and letters from all over the United States to T. E. Myers, general manager of the Speedway office. Many of these letters seem to think that all one has to do to win the famous sixth annual international sweepstakes race is to take some jitney and strip the body. There are thousands of aspirants in this class. There is another class of rich sportsmen, who know better, and who do not count the cost, but who, for the love of the sport and the fun they get out of it, try to create special cars incorporating automobile ideas that are pets to themselves and attempt to show up some of the older experienced racers.

A conspicuous member of the latter class is S. Ostweg, of Lee, Ill., who has sent in his entry and necessary check to the Speedway management for entry of an Ostweg special, manufactured by Apperson and Ostweg, for the May 30 race. Little is known of this car, except that it weighs about 2,400 pounds, has four cylinders, 411-3235 bore and stroke and a piston displacement of 294-4-19 cubic inches. It is registered with the American Automobile association as car 105. The driver is to be S. Ostweg, himself, a wealthy young business man and sportsman.

Three Women Take Pride in Driving Their Pullmans

Proclaimed the proud possessor of the one perfect figure whose every measurement were those considered by the ancient Greeks as ideal, pretty Peg Raymond, who is an ardent motorist, declares the Pullman car "measures up" in motordom with the Venus de Milo of womanhood.

In a contest held at the Hippodrome, New York, Miss Raymond was voted the most perfectly formed young woman out of 400 hundred beautiful girls of the famous ensemble of the noted theater.

Although an accomplished horsewoman, an expert tennis player and long distance swimmer, Miss Hattie Burks, leading lady of "The Blue Paradise," devoted a great deal of her time to real pleasure-driving her Pullman de Luxe Coupe, in which she has found a new paradise.

"H. B." is stamped on both sides of her car which Miss Burks purchased recently and everywhere her friends have expressed their admiration of its beautiful lines as well as of her wisdom in selecting a Pullman. Besides being leading lady of "The Blue Paradise," Miss Burks is one of the stars in the Fox feature films and, of course, a pet in the hearts of moviegoers throughout the country.

She has been widely copied by artists for all sorts of cover sketches and has several popular songs to her credit which have enormous sales.

When Miss Marta Golden was "comedy-ling" with Charlie Chaplin before the screen in Los Angeles she became enamored with a Pullman car. She liked it so well that she persuaded Miss Truly Shattuck to purchase one and now these famous vaudeville headliners enjoy a beautiful Pullman de Luxe coupe, which they find is not only a luxury, but a necessity, enabling them to fulfill their engagements at the "big time" houses in and around New York.

Dodge Brothers' Engineer Talks on Show Lessons

In reviewing what the automobile shows brought forth, Russell Huff, chief engineer of Dodge Brothers, said: "One of the impressive facts as revealed by an analysis of the inquiries received from automobile show visitors is the growing respect of the public for the established models of motor cars. 'New types naturally have their attrac-

tion, but the serious-minded person looking for a real investment, and who cannot afford to play with an experiment, wants a model which has proven its reliability and established its worth by long use in the hands of thousands of owners.

"The keen buyer of today is fully aware of the fact that proper motor car values are established and prolonged; first, by giving the public a car designed along sound engineering lines and built of high-grade materials, and, second, by sustaining this model year after year and adding perfected details from time to time as dictated by continuous engineering study and manufacturing evolution.

"Concentration is the safest and quickest road to perfection. The enviable position of the Dodge Brothers car in the mind of the public today could not have been attained without following these common laws of standardization and concentrated effort. The car's freedom from shattered second-hand values conforms its stability and is a full vindication of the company's policy."

Willard Service
—what it means

To You

Better starting and lighting. Freedom from battery ills. Knowledge of what care your battery needs. Periodic inspection without charge. The satisfaction that comes with a healthy battery.

To Us

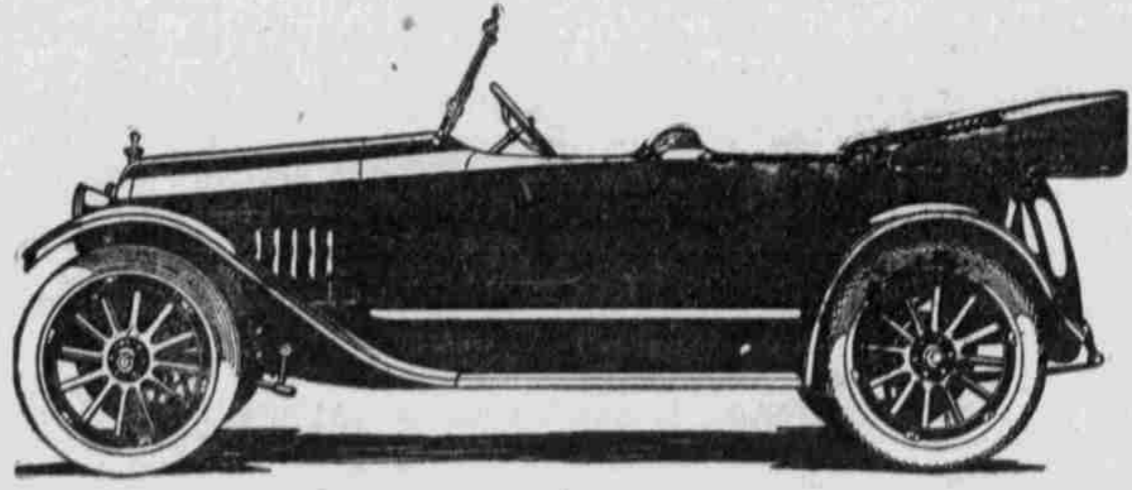
Willard Service helps us by helping you. It makes Willard Batteries last longer and perform better. It wins your confidence in us and influences you to buy a Willard when you need a new battery. Try it out.

Nebraska Storage Battery Co.
2203 Farnam Street
Phone Doug. 5102

Save Little Amperes Everywhere I go I hear people boasting Willard Service. Better join in the chorus.

Free inspection of any battery at any time

Detroit Six-45 — \$1098



Indomitable Spirit

It is spirit that carries man through the sloughs of life. But not so a motor car.

Cold steel, refined from high grade ores and worked with an accuracy that is measured in thousandths alone can furnish the grit to pull a motor car through the sands and mires of the road.

The power of the Detroit Six demonstrates its quality beyond a doubt when the hill climbing test is used. It is simply a wonder on the hills.

The Detroit Six has ruggedness. Materials and workmanship have given this car a strength that cannot be broken by hard running or gruelling service.

It's a sturdy car, backed by the strength of a powerful motor. And it looks the part of the thoroughbred, with its handsome newly designed streamline double cowled body.

Let us give you a rough-road demonstration so that you may test its quality and stability.

Included in its specifications are such proven successes as the Continental Motor, Warner Transmission and a Full Floating rear axle.

DEALERS!—This is a quality car with a wonderful proposition behind it.

C. W. FRANCIS AUTO CO.

2216-18 Farnam St. Omaha, Neb. Phone Doug. 853.
Distributors for Nebraska and Western Half of Iowa.

Hudson Super-Six Wins

Championship of World

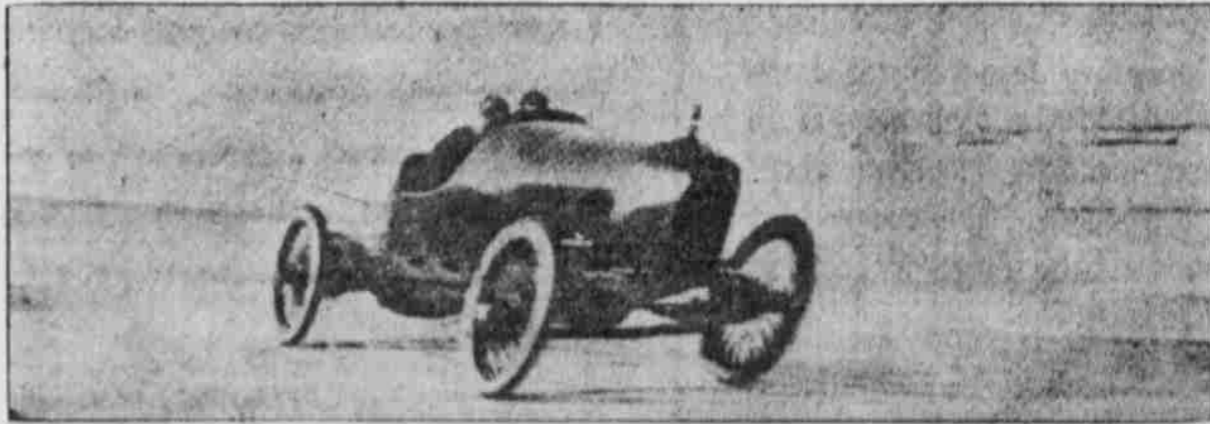


GUY L. SMITH

These demonstrations of Super-speed furnish unchallengeable arguments. They are conclusive evidence that the Super-Six is a marvel of power and endurance.

That the basic principles of the patented compensated crankshaft give to the world a motor of revolutionary importance.

That the car is all and more than the company claims for it.



RALPH MULFORD

On May 2 Ralph Mulford drove a Super-Six 1,819 miles in twenty-four hours on the Sheepshead Bay Speedway. Average speed was 75.8 miles for EVERY HOUR. Best previous record was made by S. F. Edge, driving a Napier, on the Brocklands track in England. Edge's record was 1,581 miles in twenty-four hours, about 66 miles per hour. The Super-Six was a STOCK CHASSIS and the test was made under the supervision of the officials of the American Automobile Association.

The Daytona, Ocean Beach performance, on April 10, a mile in 35.11 seconds, is another recent achievement of the Super-Six! This is a new mark for a stock chassis over a straight-away course. Everybody is happy because the Super-Six has scored again.

As before, the Dayton trials were under the official supervision of the A. A. A., represented by F. E. Edwards, of the Technical Board, and by Fred J. Wagner.

In Speed and Endurance the Super-Six Leads the World

GUY L. SMITH

2563-67 Farnam Street, Omaha. "Service First" Phone Douglas 1970.

HYATX QUIET ROLLER BEARINGS for AUTOMOBILES

The Mark of BEARING QUALITY

HYATX QUIET ROLLER BEARINGS for AUTOMOBILES