

REO OFFICIAL IS OPTIMISTIC SORT

Sales Manager Rueschaw Believes U. S. Business Will Be Even Better After War.

BACKS UP HIS ARGUMENT

"I guess I'm an optimist all right," said Sales Manager Rueschaw of the Reo Motor Car company, "and I suppose a Brain banker would discount my enthusiasm. But when I hear that question so often propounded nowadays, 'What will business be after the war closes?' I can't but exclaim, 'Better!'"

"Of course I know we are now enjoying—in fact, reveling in prosperity—that is abnormal, but for the life of me I can't see why that prosperity should not be permanent."

"It is possible, you know, to keep the money after we have made it."

"And though I try, because good business sense dictates that all should look to the dark as well as to the bright side so as to anticipate any slump that may come, I feel that this is one of the times when we need not expect rain just because we've had a prolonged period of bright sunshine."

"I am told that the pendulum must swing to the other extreme, and all that sort of thing, but no rule would be a rule without an exception to prove it, and surely the world cataclysm through which other countries are now passing is an exception to all rules."

Income in Billions.

"Europe has poured more than three billions of dollars into the purses of the American people in the last twelve months, and since all of the munitions contracts are for three years, will continue to pour it for some time yet."

"That money is here and there's no reason why it should not stay here. Europe is in dire necessity for certain things we could make and sell, and she is paying us for them. There is nothing Europe makes that we must have, therefore there is no valid reason why that money should go back."

"Summing it up in a word, I'd express it this way: We have enjoyed a five years' demand in one year's time. That has resulted in empty shelves. And empty shelves is the best possible preface to prosperity. Those shelves must be filled again. That demand must be supplied."

"Why, we have actually been enjoying a period of want in this country—a mild if she hasn't had to accept quantities of material and colors that in normal times she would not have tolerated."

"The close of the war will mean that her needs are going to be supplied, and that means a distribution of prosperity."

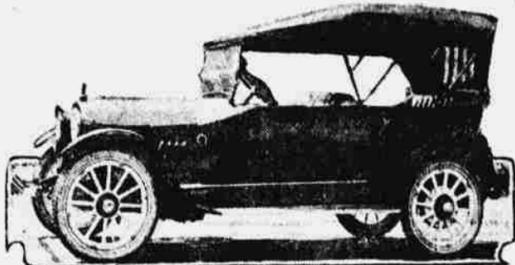
Pay Up Debts.

"Meaning many who are in debt have paid their bills and can now make a fresh start. Various concerns have discharged their obligations and retired their bonds. This gives them a clean slate. The only sufferers in this case are those who can no longer clip the coupons—no longer draw interest from those bonds. But, on the other hand, these latter have gotten the coin and are now prospects for the purchase of more bonds."

"Could any business man imagine anything more beneficent than a condition which would take the obsolete articles off his shelves and at full price? Yet that is precisely what has happened. Anyone who has had anything to sell has sold it and realized handsomely."

"Our locomotive works and railway equipment companies have been so busy the last two years building equipment that our own railroads have had to get along with obsolete equipment. Meantime the extra traffic has worn that equipment out at an abnormal rate. All this must be re-

Beautiful New Auto Built in Omaha



supplied. For many years to come locomotive works and the car builders will be replacing the worn-out rolling stock of this country, on which, meantime, the railroads have cashed in."

"Money was never so cheap as now, and this must and will give encouragement to building and development in all lines. Bonds for any legitimate business will find a ready market, and the sale of bonds always means development."

"Transportation has been revolutionized by building of good roads and by the automobile; people are moving out into the fresh air—and that movement has just started."

"For the next six to ten years we'll be busy building good roads, because we have finally got the fever and learned the efficiency of good highways."

"This is the first time the American public has taken the building of good roads seriously. It will mean a vast expenditure of money and the distribution of wealth for several years to come."

Travel Given Impetus.

"Travel in America has received a tremendous impetus as a result of the enforced absence from Europe of many of our wealthy people. Hereafter, instead of raving over the wonders of the European continent, they'll be writing their foreign friends to come over here and see some real wonders. And so the millions that formerly went to Europe in the tourist season, are being sown all over America."

"As I said in the beginning, I guess I'm an optimist all right, but I'm not different from the average American. Why shouldn't we be optimistic? We not only have the richest country in the world, but a country whose resources are as yet undeveloped, hardly touched, in fact. And we have the only peaceful country in the world—the only country in the world to which people of all climes may come and find a haven of rest, of prosperity and of good will."

"And the war wasn't necessary, though it has helped to make prosperity. That was outrageous."

Asks Damages Because Hit by Brick and Mortar

Bricks and mortar falling from the First National Bank building on to the unprotected head of Edward Johnson have caused injuries to his brain, resulted in intermittent headaches and nervousness sufficient to justify the payment of \$10,000 damages by the contractors. According to his suit filed in the Douglas county court Saturday.

Johnson, a teamster, asserts that while delivering packages in the alley between Sixteenth and Seventeenth, Farnam and Harney, that he fell victim to the accidental assault from the upper stories of this structure. The contractors, Lanquist & Hilev company, and the Ocean Accident and Guarantee corporation are made the defendants.

Many People Don't Know.
A sluggish liver causes an awful lot of misery—to keep it active use Dr. King's New Life Pills. Only 25c. All druggists—Advertisement.

25,745 more paid Want Ads first six months 1916 than in same period of 1915—nearly 1,000 more each week. Why mention results with this kind of evidence?

Some Laugh at the Low Priced Car Till It Gives 'Em a Laugh

"It's getting so now that you can't tell much about an automobile by looking at the price tag. Even the women have to admit that, and, as you know, their standards are often marked by the dollar sign," says W. G. Killy, manager Noves-Killy Motor company, dealer in Saxton motor cars, in speaking of the auto price lists of the year.

"Did you ever take home a new suit of clothes and he asked the first thing as to how much it cost, then have it appraised according to its selling price? Well, the man who tries to do that with an automobile gets badly fooled or splendidly humbugged, for he gets a quality car oftentimes at a price that would be catalogued as cheap in comparison with other makes."

"There are a lot who do it, however, and they sneer at the low-priced car until it passes them on some muddy road or until they are able to buy one."

Preparedness and Obligatory Training

"The extent to which the preparedness movement in this country has developed," says Alfred O. Dunk, president of the Detroit Motor Car company, Detroit, Mich., "has exceeded the fondest expectations of its foremost supporters."

"Popular sentiment has surely been crystallizing in this direction, as shown by the monster preparedness parades, participated in even by the fair sex, maneuvers at Plattsburg and other training camps, the increase voted for the standing army and for a navy second only to Great Britain."

"Congress has simply carefully followed the trend of great public sentiment in this respect."

"This condition is all the more remarkable when one considers that the United States is not at war."

National Touring Week To Be Great Holiday

There is no one quite so ready to take a holiday as the motorist. He dotes on holidays. This malady thrives because it is so easy to slip into a duster and a pair of goggles, step on the accelerator and—"There's nobody home" until Monday morning.

Of course, one can't travel the entire length of the Lincoln or Dixie highways, even if he devoted the whole week to it. But—you can get on to these great highways with very little difficulty and keep going for a couple of days and still get back in good time.

Powell Finds All Factories Being Pushed to the Limit

Clarke G. Powell of the Limit Supply company made a short eastern trip last week to hasten deliveries on a number of important lines. He reports all the factories as working to the limit of their facilities, but was unsuccessful in getting through several large shipments of much-wanted materials.

Has Purchased W. E. Foshier's Interest in the Foshier Motor Co.

One of the largest automobile transfers which has taken place in some time has been the purchase of W. E. Foshier's interest in the Foshier Motor company by George E. Toozer, who up until January 1 was secretary and treasurer of the Stearns-Trozer Motor company of Omaha.

Mr. Joseph Gerspacher, who for some time has been associated with Mr. Foshier, will still retain his interest in the concern, and the firm will now be known as the Foshier-Gerspacher Motor company. They have taken over the lease of the building formerly occupied by the Foshier Motor company, 2214 2214 Farnam street, and will continue handling the Pathfinder and Dorr automobiles.

These are well known cars. The Pathfinder has just completed a trip across the continent from San Diego to New York on high gear, having the first and second gears sealed up under the American automobile association, and after arriving in New York on August 1, made a speed of better than 60 miles per hour on the Sheepshead Bay track, in accordance with rules drawn up with that association and the Pathfinder Motor company.

The Dorr will be their small car. It has made a remarkable record for itself throughout the middle west for the past two years. A record business will be done in this territory on the Dorr for the 1917 season.

Mr. Toozer will be active in the new business, he being president and treasurer, and Joseph Gerspacher will continue as secretary and general manager.



GEORGE E. TOOZER.

Willys Booster For Touring Week

In view of its new series, Model 75 B, and its various other models, especially adapted for country driving, the Willys-Overland company of Toledo, O., has entered most enthusiastically into the preparation for national touring week from August 6 to 12. Its army of dealers throughout the United States have taken hold of the suggestion for a nation-wide week of touring with their customary vim and zeal and Overland owners everywhere are being furnished with all available touring information.

New Franklin is 400 Pounds Lighter

For the past year, nothing has directed more attention to the real meaning of light weight in automobile construction than the high price of gasoline.

To what extent the Franklin company has progressed in relation to this single item, is shown by a 400-pound reduction in weight in their series 9 car just announced.

Assured Crops Are Bringing in Orders

Manager A. C. Haffner of the E. R. Wilson Automobile company believes the state will have a sure crop this season from the size of orders given for future shipments of autos, which have been increased 400 per cent. E. F. Zimmerman, the popular insurance man, says he is in favor of service and he bought his new Studebaker for that one factor, after having inspected the Studebaker service department.

Huge Machines Are Used to Test Cars

"Motor car manufacturers are building 'Safety First' right into their cars these days, and science is working hand in hand with them in their efforts," said W. E. Foshier, local Dorr distributor.

"The tests that are applied to every part of the car are wonderful and particularly the machines that make them; and yet the principles used are simple at bottom. For instance, if you want to break a piece of iron wire you bend it back and forth rap-

idly a dozen or more times until it parts. Automobile engineers have devised machines to do this with their axles, springs, crankshafts, valves and the very frame of the car itself. These machines, giant in size, are veritable marvels of human ingenuity. In their huge jaws they will seize a crank-

shaft and twist and twist and twist until it falls apart. Gauges and dials on the machine record this twisting and the strength and toughness of the part tested."

FEDERAL TIRES

WHITE

in
"RUGGED"
(NON-SKID)

or
"PLAIN"

BLACK

in
"TRAFFIK"
(NON-SKID)

or
"PLAIN"

TREADS

With Our Exclusive
Double-Cable-Base Construction

Built for Hard Service

Distributed by
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2518 Farnam St.
Western Automobile Supply Co.,
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THE FEDERAL RUBBER CO. OF ILLINOIS
Factories: Cudahy, Wisconsin
Mfrs. of Federal Automobile Tires, Tubes and Sundries, Motorcycle, Bicycle and Carriage Tires, Rubber Heels, Horse Shoe Pads, Rubber Matting and Mechanical Rubber Goods

24²/₁₀% Won Away From A Higher Price

Owners Who Will Have No Other Car **50²/₁₀%**
11,000 Owners Rate Hupmobile Efficiency **99%**

HERE is a startling glimpse of what is going on below the surface in automobile buying.

Our service system statistics show that 24 2/10 per cent of Hupmobile sales are made to men and women who have used higher priced cars.

We knew we were winning away great numbers who had previously paid more. We have known it for years. The Hupmobile has always held its sales on a quality basis.

But these statistics were a gratifying surprise even to us. Consider what they mean.

Hupmobile Market Goes On Growing

The multi-cylinder car has never presented its claims more aggressively than it is presenting them now. Millions of dollars have been expended in emphasizing these six, eight and twelve-cylinder claims in the past three or four years.

The Hupmobile stands out distinctly as an exponent of the older, simple, four-cylinder principle.

Its market goes on steadily growing, and 24 2/10 per

cent of that market is coming to us from the field of higher price.

Our extensive system of service enables us to analyze sales more accurately than other cars can.

We are in almost continuous contact with our owners. We know that 24 2/10 per cent of these owners are coming from the higher priced source. We know that 50 8/10 per cent of Hupmobile owners will have no other car. But we know, in addition, something still more important to you.

11,000 Owners Say:
99% Efficient

We know exactly what 11,000 owners think of every phase of Hupmobile construction. We know exactly what they think of Hupmobile performance.

We know what they think of its logging power, its nimbleness, its flexibility, its get-away, its high-gear efficiency.

We have their opinions of every unit in the car—their complaints, their criticisms, their favorable comments.

And these 11,000 opinions, tabulated and reduced to a percentage basis, register a rating of 99% for all-around Hupmobile efficiency.

No such thing as this has ever been made possible by any other car.

It is clinching, convincing and conclusive.

Performance That Matches Any

It proves that Hupmobile owners know that the Hupmobile daily outdoes cars that have more cylinders, or cost more money.

In pulling power, and quick get-away, they see nothing

under a multi-cylinder name that they do not have.

In flexibility, they find themselves relieved of gear-shifting to an amazing extent.

And they know they are getting in the Hupmobile service system more than any other car offers: expert inspection, adjustment and care each month for eight months by trained Hupmobile experts at Hupmobile service stations. A service they pay for with coupons supplied **free of cost.**

The least you can do is to have a demonstration of Hupmobile performance.



Standard Hupmobile Performance

GOES to a speed of 25 miles an hour, from a stand, in 10 seconds.
Throttles to a man's walking pace, on high gear, without bucking or jerking.
Picks up, without gear change, instantly and smoothly.

Climbs the average low-gear hill, on high gear.
Pulls through sand and mud, on high gear.
Develops great pulling power on high gear.
Registers a minimum of vibration, at any speed, on any gear.

8-Passenger Touring Car \$1195. Roadster \$1185. 7-Passenger Touring Car \$1130. Price f.o.b. Detroit.

Hupmobile Co. of Nebraska
FACTORY BRANCH—2054 Farnam St., Omaha.
G. H. HOULISTON, Mgr.

Hupmobile

Maxwell

\$595

The enormous increase in our sales (about 10,000 cars sold in July) is largely due to the good words spoken by Maxwell owners

F.O.B. DETROIT

YOU can get the most reliable information about any car by asking the people who own cars of that make.

Ask Maxwell owners. If you don't know any of them, we will give you their names and addresses.

There are more than 250,000 Maxwell cars in use in the United States.

The satisfaction of this army of owners is responsible for the tremendous asset of good will behind the Maxwell car and the Maxwell Company.

We are satisfied to rest our case with any Maxwell owner.

8-passenger Touring Car, \$595 2-passenger Cabriolet, \$865
2-passenger Roadster, \$580 6-passenger Town Car, \$15

8-passenger Sedan, \$985

C. W. Francis Auto Co.,
2216-18 Farnam St., Omaha.
Phone Douglas 853.