#### THE OMAHA SUNDAY BEE PART FIVE PART FIVE AUTOMOBILES AUTOMOBILES PAGES ONE TO EIGHT PAGES ONE TO EIGHT VOL. XLVI-NO. 48. OMAHA, SUNDAY MORNING, MAY 20, 1917. SINGLE COPY FIVE CENTS.



**KEEP PACE WITH AUTO INDUSTRY** Process of Cracking Is Ex-

**GASOLINE MUST** 

pected to Supply Most of Added Motor Fuel Needed.

By ELLWOOD HENDRICK. In Dr. Walter F. Rittman's address before the spring meeting of the American Chemical society he gave some interesting figures about gasoline and the automobile industry and he also made some predictions. It is published in full in the society's Industrial Journal.

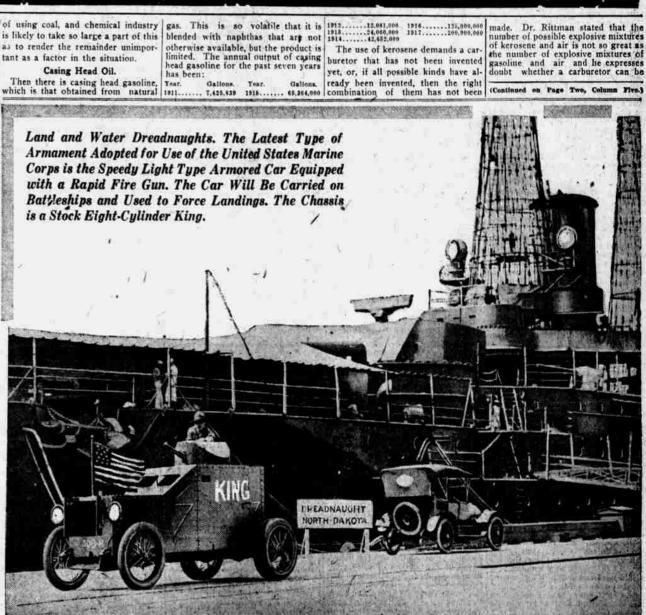
Of 3,000,000,000 gallons of gasoline to be produced in the United States in 1917, he said that one-fifth would be made by cracking. Cracking petroleum means taking petroleum residues after the gasoline and kerosene have been distilled off and treating this resibeen distilled off and treating this resi-due according to various processes, but usually with heat and pressure. What happens is that, in a chemical sense, and to use a very loose ex-pression, the residue is knocked to pieces; into big and little pieces, let us say. Then some of the little pieces are found to be gasofine. It has been observed that there is a limit to cracking and that after three times in succession the residue re-fused to separate into gasofine and other bodies. On further treatment it shows a disposition to go back into its original elements, carbon and hydro-gen. The rule seems to be about three gen. The rule seems to be about three times and out

### Four Million Autos Here.

By July 1 Dr. Rittman said there. By July 1 Dr. Rittman said there will be 4,000,000 automobiles in oper-ation in the United States. The ad-dress was written before the declara-tion of war, but he predicted that when materials reach normal prices again the costs and consequent sell-ing prices will be so reduced that 10,000,000 cars will be the automobile census of this country at its present census of this country at its present population. This means an annual re-placement of 2,000,000 machines. Only the steel, lumber and clothing industries exceed the automobile business today. The annual bill for the up-keep of motor cars now operated in the United States he places approxi-mately as follows: mately as follows:









## King Eight Is Safeguarding the Nation--Let It Also Safeguard Your Motoring Pleasures

-from the raging torrent of battle to quiet woodland drive;

-from a wild dash among bursting shells to a spin on the boulevard with a little girl at the wheel;

-that's the range of the King 8.

Note the two illustrations. The armored car at the top has the same chassis as the pleasure car at the bottom. It is one of the many King 8 stock chassis the U. S. Government has bought for Light Armored Marine Service. The service demands Durability, Economy and QUICK Accessibility.

# Value of Your Next Motor Car

EAL facts concerning all makes of cars are not easy to get-except the fact of the purchase price. That's published broadcast.

But what about-

-Safety?

-Comfort?

-Reliability?

-Gasoline Mileage?

-Tire Mileage?

-Depreciation?

-Upkeep?

Here are seven problemsuntil you own the car.

Then the answers come through experience. . . .

But there is one car about which you, yourself, may judge these points before you buy-the Franklin.

Franklin Motor Car Company R-U-2-B-1-OF-60 Phone Douglas 1712 2205 Farnam Street.

Scientific Light Weight places the information in your hands. Here is the test: Put the Franklin touring car on the scales. It weighs only 2280 pounds. And the Franklin Sedan-typical of Franklin enclosed cars-tips the scales at 2610 pounds.

Then weigh the other car.

## When You Look For **These Qualities**

Franklin Scientific Light Weight insures strength and en-durance; sure, safe, fast, and easy travel over the road; economy all along the line.

All because the pound and drag and momentum of unnecessary weight is eliminated.

Let us prove this, after you get the facts about the heavy car, if you are lucky enough to unearth them.

Thousands of experienced owners have found in the Franklin the qualities they want in a car.

The expert engineers of the Government found that the King 8 has all of these. Think of a car in which each part is accessible without the removal of another part! It is the ONLY such car.

Let these experts select YOUR car! You can just as well have this EXTRA ASSURANCE of motor car perfection.

The King 8 was the first car in America to adopt Cantilever Springs, Left-hand Drive and Center Control. The King engineers are ALWAYS AHEAD. King Eight prices until further notice are:

