

NEWSPAPER BEST AUTO AD MEDIUM

Hudson Motor Car Co. Advises Distributors to Use Daily Press to Send Message Home.

"Advertise in newspapers. Use the newspapers in preference to all other forms of advertising at this time, for the burden of the newspaper message of today is closer to the people's hearts."

This is the message that has gone out from the Hudson Motor Car company to its several hundred distributors and dealers throughout the United States.

"The minds of the people are turned toward daily happenings and, therefore, toward the daily newspaper. Newspapers are the dominant interest of the nation."

"Millions of eyes search its columns. Edition after edition, filled with history making reports from all parts of the world, come all day long from the newspapers' presses. And all are eager to read. Therefore, Hudson advertising should appear in them more than ever."

"The hotel guest hears the newspaper falling through his transom in the gray dawn. Formerly he let it lie, until he was dressed. Now he jumps up to read it. The householder eagerly seizes the morning paper. He reads the last edition before retiring at night. Newspaper circulation has jumped by thousands. And readers no longer turn first to the comics and sport section. World events are more thrilling than any fiction the magazines can buy have captured the primary interest of the public."

"The newspaper right now is the most effective medium possible to tell the Super-Six story. Readers now turn to magazines not for stimulation, but for a mild digest of news they have already learned from the newspapers. Their minds are not receptive, but digestive, satiated. The Hudson story will reach them when the intellect is sparking."

"Hitherto the Hudson newspaper advertising has not employed illustrations. Type has been used to tell the story, and with truly wonderful results. But in these intense times the dramatic appeal is particularly opportune, and from now on Hudson will employ dynamic illustrations—illustrations with a dramatic interest, picturing stirring scenes of Super-Sixes in some of the record breaking accomplishments of the last year."

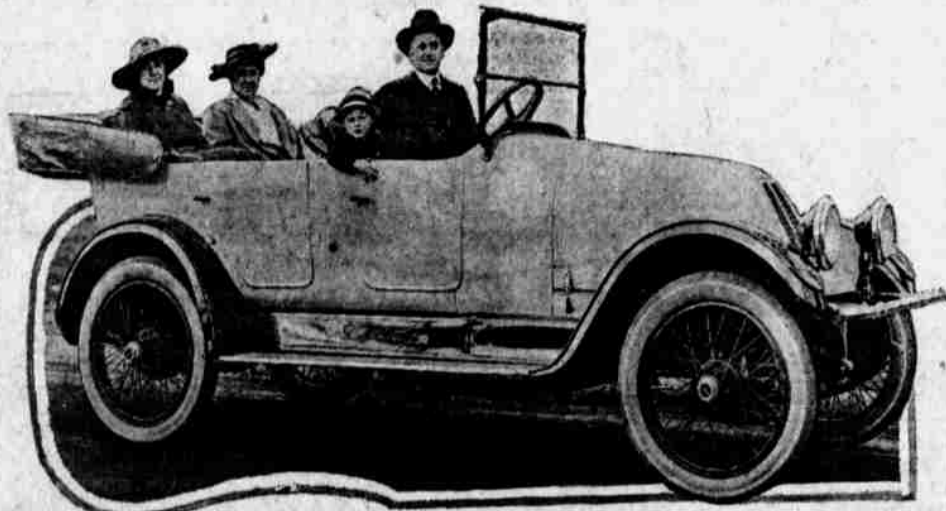
Dort Distributor Says Car Quickly Pays for Itself

"An automobile owned by an alert and active man pays for itself quickly," says George E. Toozer of the Toozer-Gezapacher Motor company, Dort distributor.

"Estimating conservatively, a half hour each day is saved the typical business man through the use of his car. In the course of a working year of 312 days this means 156 hours, or about three weeks of his working time. It is not necessary to remind Mr. Busperson that a lot can be done in three weeks."

"Figure out what your own time is worth, and you realize the importance of a half hour saved. But go a little further: Consider the thing from the standpoint of public welfare. With 3,000,000 automobiles running in this country, an aggregate of 1,500,000 hours' time is thus saved each day."

Franklin Fans Out for a Spin Through the Parks



That Omaha is going in for distinctive color schemes in automobile body finish is evidenced by the above car purchased by Dr. J. Rex Bell. It is a Franklin touring car finished in a delicate grey.

Dr. Bell asserts that the Franklin is a performer of the "first water." He adds particular stress to the easy riding qualities, asserting that he felt better after driving 100 miles than he did at the start. He has averaged twenty-one miles to a gallon of gasoline in city driving. This picture shows four Franklin fans, Dr. Bell, his wife and son and Mrs. H. Pelton.

Giant in Automobile Industry Predicts Greater Prosperity

By JOHN N. WILLYS.

Mr. Willys is president of the Willys-Overland company of Toledo, O., second largest automobile factory in the world, which is expected to produce nearly 200,000 motor cars this year. He is also ranked as one of the industrial giants of the decade, whose business sagacity developed a factory with assets of \$48,000,000. Mr. Willys can well be styled an authority on business conditions—Auto Editor's Note.

Automobile manufacturers throughout the country are being deluged by letters, telegrams and verbally with queries as to what effect America's declaration of a state of war existing with Germany will have on business generally, and particularly on the automobile industry.

It seems to me that the unprecedented era of prosperity of the last two years must be continued.

In addition to the enormous business now being handled by this country, the United States government has just passed a war budget of \$7,000,000,000. Three billion dollars of this fund will be advanced as a loan to the allies—who will spend it in the United States.

The remaining \$4,000,000,000 will be

used to put our own army and navy on a sound war footing.

Every cent of this money will be spent in this country. Every product that is raised or made in this country will be purchased in larger quantities than ever. Every section of the country will benefit—every class of people.

Some of the money will go south to buy cotton. A big share will go to the western states and to the coast for grain, meat and other foodstuffs. Some of it will go to Pennsylvania for steel and coal. New England will get a share in exchange for shoes. The factories of the central states will get a share. There will be more money in circulation than ever before.

In Canada in spite of the handicap of the war, Willys-Overland dealers have since January 1 booked more retail orders than the total Overland sales in Canada for any previous twelve months. The demand in the Dominion for Willys-Overland cars is far in excess of the supply.

Prior to the war in Canada money was very tight. The per capita wealth across the border was only \$55. At the present time Canada is in better shape financially than ever before; its per capita wealth is now said to be \$92.

Long Tour is Part of Celebration Scheme

Mr. and Mrs. O. E. Aultman and son of Denver are in the midst of an extensive tour of the country, which is the unique method of celebrating their twenty-fifth anniversary.

Some years ago a solemn compact was made that 1917 would find them on a long automobile sightseeing tour. That the tour is assuming large proportions is shown by a mileage of 3,600 miles already covered in the territory as far east as New Orleans, and with enormous fields still unexplored.

Past experience prompted Mr. Aultman to select a Velle Six for the journey, and it has proven full worthy of its name. He said, "Our selection of the Velle Six was made

primarily because of reliability and comfort. We have experienced no trouble of any kind."

Binding Twine

Strictly No. 1—18 1/2 c per lb. CARLOAD SHIPMENTS, 18c (F. O. B. Omaha) Order now before further advance Shipments June 15th, C. O. D. H. F. Cady Lumber Co., OMAHA, NEB.

Gasoline Must Keep Pace With Auto Industry

(Continued from Page One.)

made that is fine enough in its adjustment to work efficiently with kerosene. He thought a partial way out of the difficulty would be to revert to the steamer type of automobile in which the heavier oil is used to generate steam.

The following figures give the production of crude oil and of gasoline in the United States for various years, measured in barrels:

CRUDE OIL		Barrels	
Year	Barrels	Year	
1900	134,717,650	1912	292,300,000
1910	209,817,248	1914	245,767,135
1911	220,449,291	1915	281,104,104
1912	222,931,644	1916	292,300,000

GASOLINE		Barrels	
Year	Barrels	Year	
1904	4,920,000	1915	41,400,000
1909	12,900,000	1916	24,760,000
1914	24,910,000	1917	70,900,000

From these figures he deduces that from 1910 to 1917 the number of automobiles increased eightfold, crude oil production grew a little over one-third and gasoline production increased eight times. The increase in gasoline is due to taking a greater proportion of motor fuel from crude oil and calling it gasoline, and to the production of gasoline from petroleum residues by cracking. He expressed the belief that in 1918 1,000,000,000 gallons of gasoline will be produced by cracking and that by 1920 there will be more made in this way than will be distilled from crude oil. His conclusion is that the development of this art of cracking will continue to provide us with our principal supply of motor fuel. He even goes so far as to say that the "entire load is falling on the shoulders of cracked gasoline, and cracked gasoline promises to make light of its load."

Paige Six Makes Fine Economy Fuel Test Run

How far will a seven-passenger, six-cylinder car, carrying a normal load, travel on a gallon of gasoline?

Opinions vary on this important matter of economy, generally according to the make of the car, the grade of gasoline and the operating condition. A well known Paige dealer, however, determined to settle the matter so far as a Paige "Six-51" is concerned and made an interesting test under conditions which were as nearly normal as possible.

The result was an excellent fuel economy record, the big Paige turn-

Noted 99-Year-Old Woman Drives Her Own Motor Car

Mrs. Juliet Calhoun Blakeley, 99 years old, of Albion, Mich., in whose honor Mother's Day was inaugurated, recently recovered from an attack of pneumonia and celebrated her return to good health by taking several long motor trips in the Dodge Brothers motor car with which her son presented her.

More than twenty years ago her son first celebrated Mother's Day for "Grandma," as she is affectionately known in southern Michigan, and for many years the Albion Methodist Episcopal church has observed the Sunday nearest her birthday, May 13, in her honor, as she is the only person who has maintained continuous relations with the church since its founding.

Upset in Dupe. Newark and Buffalo have been the big surprises in the international league this season. The Indiana, heretofore tall-order, have been traveling out in front, while the champion Blues have been trailing the bunch.

Filipino Hurler. A Filipino southpaw named Chick Manilla is twirling for Arthur Devlin's Norfolk team in the Virginia league.

ing just seventeen miles flat. This record is all the more interesting when it is recalled that recently a Paige Six achieved a new record by turning in a score of 62.6 miles in twenty-four hours on high gear. See Want Ads Produce Results.

Stearns
THE ULTIMATE CAR
(Larger Type Model)

Keep these facts uppermost

Stearns Owners will tell you that their cars are a constant source of increasing service and satisfaction.

They never need to grind valves—carbon has no terrors for them—maximum efficiency with minimum maintenance is theirs—for Stearns Engines get better, not worse—with use.

Immediate Deliveries Now

Four-Cylinder	Eight-Cylinder
7-Pass., \$1,600	\$2,250
5-Pass., \$1,405	

McIntyre-Hayward Motor Co.
2427 FARNAM ST. - OMAHA.
PHONE DOUGLAS-2406



Look for the cars with Red Gas Tanks —They're Helping to Make History

The Maxwell international gasoline economy demonstration takes place all over the United States and Canada on Wednesday, May 23—Thousands of Maxwells will participate—Two of them here—You'll know them by the red gasoline cans attached to the windshield—Watch for them.

A Maxwell will travel further on a gallon of gasoline than any other car made.

You've heard that before.

—but you're "from Missouri."

Now we're going to show you

—by demonstration runs on one gallon of gasoline,

—right here at home,

—and all over the North American Continent.

—from the Rio Grande to the Arctic wastes of Northern Canada and from ocean to ocean.

—in more than 2,000 cities and towns.

We're going to put it beyond the power of man, woman or child to question the Maxwell's rank as the world champion motor car in the field of economy,

—just as the Maxwell is now the undisputed world endurance champion.

Privately Owned Cars to Make the Runs

We haven't equipped any special cars for this event.

We've borrowed Maxwells belonging to private individuals

—who use their cars every day

—on the streets of this town.

We're not even out for mileage records.

—we simply want to show you the average mileage of Maxwells in daily service.

We Want You to See the Thing Done

That's why the one-gallon gasoline tank is painted red

—and put in plain sight, outside the car.

We want you to know the drivers

—and the official observers, all responsible members of this community.

Names of the drivers and observers,

—the route to be taken by the cars

—and all other details of the run

—will be made public as soon as definitely decided upon.

Watch for that.

We Want You All There

We urge you to come along in your own car as a witness to the actual performance.

—it's all going to be done right out in the open,

—here, and in every one of the more than 2,000 cities and towns taking part in the demonstration.

Come and see history made.

C. W. Francis Auto Co.

Sales Rooms 2216-18 Farnam St. OMAHA, NEB. Phone Douglas 853 Time Payments if Desired

Service Station 2212 Harney St.

Progress Has Marked Every Step of DAVIS Development

Seven years ago the builders of the Davis produced their first car. They built it to an ideal. An ideal to produce at a medium price a car with the mechanical perfection of cars costing far more.

They have built slowly and surely. They have looked farther ahead than for mere immediate profit.

They have been awake. Progress has everywhere marked the path of the Davis. The newest improvements known to the motor car world in design, construction and body building as soon as proved up to the Davis standard have been incorporated in this car.

And today, the Davis—from an untried, unknown product—has attained a position among the highest priced six-cylinder motor cars made. It has attained this position, not by nation-wide advertising, but through real merit and by its wonderful performance.

In every detail of this car expert workmanship is evident—perfect balance; long wheelbase; long easy-riding springs; deep, comfortable seats; extra strength; and a smooth, quiet, powerful motor whose performance will delight you. Added to this is a beauty of line that immediately attracts the eye of every motor car luxury lover.

All models have continental tires, Dalco starting, lighting, ignition, Warner transmission, Columbia Axles, Firestone Rims, etc.

Come in and see this car today. Ride in it. You will then understand the reason for Davis success.

Model Six H Seven-Passenger Touring Car \$1295
Model Six I Five-Passenger Club Roadster \$1295
Model Six K Seven-Passenger Springfield Sedan \$1795
Model Six J Seven-Passenger Touring Car \$1595
Model Six JI Five-Passenger Club Roadster \$1595

GEO. W. DAVIS MOTOR CAR CO. (Incorporated) Richmond, Ind.

W. T. Wilson Automobile Co.
1910 Farnam St. OMAHA, NEB. Phone Douglas 2164.