



PROSPERITY GOES ALONG WITH SPEED OF RACING HORSE

Business Along the Line Booming and That of Auto Factories Keeps Well Up in the Foreground.

"Wheat at \$3 a bushel, and the government buying all the farmers will sell, to be used either here or abroad for the allies—will farmers buy automobiles?" asked Stewart McDonald, vice president and general manager of the Moon Motor Car company, St. Louis, in a letter to dealers.

"Every shoe factory, clothing factory and equipment factory is running night and day to fill orders that the government has placed, or is placing. They are not only buying for the American army, but now all the allies' orders are being placed in this country. This is what the \$7,000,000,000 is for. Will it make prosperity in and around these plants and will superintendents, stockholders, etc., buy automobiles?"

Large Orders With Packers.

"The packing houses already have received their orders for tons and tons of army rations. The allies must buy this here, because that is the only way they can get into the \$7,000,000,000. Maybe there will not be prosperity in packing house towns, in the cattle countries and where hogs come

Omaha Autos Establish Records



Nebraska "hung up" two extremely worth while records in gasoline consumption in connection with the International Gasoline Economy tests made in Maxwell stock cars last Thursday.

The drivers for the C. W. Francis Auto company made two records during the day in city driving, which, of course, included hill climbing, which is unavoidable in Omaha driving.

The best record made by Omaha drivers was 27.5 miles to the gallon. A second record of 22.6 miles was made by another Maxwell which entered the contest.

At Lincoln, Neb., a world record was made, namely, 38.9 miles, and a

from. Will these people buy automobiles?

"Second hand machine men are raking the country to get equipment, because manufacturing plants and machine shops are being offered so much business and that it is impossible to

second record of thirty-three miles, to a gallon was made by another contestant.

Each car entered in the contest was equipped with a red gasoline tank holding just one gallon of gasoline. The connection from the gasoline tank in the car was taken off and the carburetor connected with the red gallon tank, which was fastened to the windshield.

Observers accompanied the drivers when the records were made and no special adjustments or changes of any sort were made. The cars entered in the contest were stock models owned by residents of the city in which the trials were made.

fill the orders, and naturally machinery cannot be made fast enough. Will these people buy automobiles?

All Feared, But Nobody Knew.

"When the European war first broke out everybody hesitated and shuddered. What would it do to

America—nobody knew. What would it do to the automobile industry—everybody feared.

"Of course, we expected when America went into this war and this \$7,000,000,000 loan came up everybody would be startled and sit up straight in bed for a while, but when the full meaning of it was understood the country would start on a boom of prosperity which will be many times greater than that which was launched shortly after the opening of the European war.

"Get ready, boys, we are going to start on a six weeks' business boom that will be the biggest boom the United States ever passed through. Get after your prospects or keep cars on hand and get ready for the business."

Motor Cars Save Time, Says Saxon Official

"Time is the one great gift that is distributed equally to all," said R. C. Getsinger, sales manager of the Saxon Motor Car corporation, "and should be made to declare equal results. I do not believe in the wide difference in our innate qualities, generally supposed, and the use we make of our time illustrates this. No two men realize equally from fifteen minutes of effort because they do not apply themselves equally. One wanders while the other concentrates. The effective utilization of time is the secret of success and its misuse spells defeat.

"Time means money. Our most valuable resource today is time. We must make it do double work and carry double the burden."

Jim Vaughn to Get Bonus For Winning Twenty Games

Jim Vaughn is to get a bonus of \$1,000 from the Chicago club if he wins twenty games this year.

AUTO DEALERS HAVE NO CAUSE FOR FEAR

Hupp Man Shows How the Business in Canada Has Been Increasing During the War.

"There seems to be a feeling of fear among some timid automobile dealers, concerning the manner and extent that automobile business will be affected by the entrance of the United States into war," asserts G. H. Houlston, manager of the Hupmobile company of Nebraska.

"Two and one-half years ago our neighbor, Canada, was called on to meet exactly the same conditions that confront us today, so the effect of the war there should be a fair indication of what is to be expected here.

"Canada is this year buying 100,000 new motor cars, almost five times as many as were purchased during the year, 1914. Ever since war was declared, Canadians have been discouraged in spending money for anything not absolutely necessary, and considering the fact that 100,000 new cars are being bought in a country with a population of only 8,000,000, it would seem that Canadians do not regard the automobile as a luxury, but rather as a prime necessity.

"Our population is about fifteen times that of Canada. She has already sent 50,000 men to the front,

which would be equivalent to our sending 7,500,000. Her purchase of 100,000 automobiles this year with one-fifth of our purchasing 1,500,000 automobiles, which is just about what this country will buy during 1917. So Canada, under war conditions, with a constant demand for economy, is after two and one-half years buying as many automobiles per capita as the United States expected to buy before the declaration of war with Germany. Theory and prophesy are not very convincing, but here are the actual facts: The experience of Canada for the past two and one-half years and her present liberal patronage of the motor car, shows conclusively what the future has in store for us, and to timid American dealers who have had doubts concerning the stability and prosperity of the motor car business, the experience of Canada ought to restore complete confidence."

He Uses Osgoods to Increase His Light

The general idea is that to comply with the "no glare" law it is necessary to cut down the light given by the headlights. The correct interpretation was made by Paul L. Martin, dean of the Creighton College of Law, who had Powell equip his car with Osgood lenses to his light on the road.

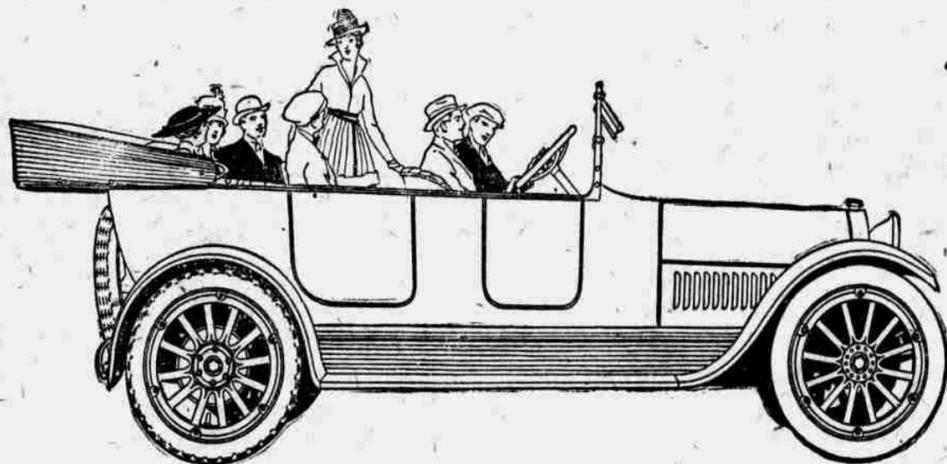
The Osgood takes the rays that with the ordinary glass or lens go up into the face of the oncoming motorist and deflects them to the road. Mr. Martin considers the Osgoods a good investment, apart from the legal standpoint.

Amazon Products Grow In Favor in Omaha

L. J. Meyers, secretary and sales manager of the Amazon Rubber company of Akron, spent a few days in Omaha last week as the guest of the Wheeler Rubber company, distributors of Amazon tires in Nebraska. Although the Amazon is a new product to Nebraska it is growing in favor rapidly and the factory official was well pleased with the Omaha field.



Studebaker



The Studebaker SIX

Tested and Proved

STUDEBAKER has produced and sold more than 300,000 Automobiles. This volume of sales is possible because Studebaker cars stand up and give the service.

This is proved by the performance of Studebaker cars, not on tracks or on specially planned factory trips with trained servicemen at every "control," but in the hands of average owners on the average roads of America.

The 1000 Mile Reliability Run

In the famous Studebaker Reliability Run of November, 1915, one hundred Studebaker cars taken directly from stock, were started from different points of the United States to run 1,000 miles in forty-eight hours. Their average time was 36.6 hours for 1,000 miles, their average speed 27.73 miles per hour.

Despite mud, slush, rain storms and even snowdrifts, these Studebakers covered a total of 101,565.66 miles without showing a single mechanical trouble.

Pike's Peak Climb

On July 16th, 1916, one hundred and fifty Studebaker cars driven by their owners, participated in the opening of the Pike's Peak Highway. Every Studebaker climbed to the summit, 14,150 feet above the sea, and returned without the least difficulty. Their performance was 100% satisfactory.

Owner Circles United States

Early this Spring Mr. George C. Jones, a well-known merchant of Wenatchee, Washington, started from San Francisco to circle the United States—a very unusual trip. His Studebaker had already run more than 8,000 miles.

He crossed the Sierras and the deserts between San

Diego, California, and Yuma, Arizona; drove through the sandy, rutty trails of New Mexico and Western Texas, to El Paso, thence to New Orleans. From New Orleans he went to Atlanta, Norfolk, Washington and New York; through Rochester to Cleveland, to South Bend, the home of Studebaker.

When he arrived in South Bend his Studebaker was in perfect running condition—ready for the remainder of the trip.

Studebaker Leads in California

In California, where the climate permits continuous use of a car twelve months in the year, motorists probably buy in greatest numbers those cars that stand up and give the service.

On January 1st, 1917, official figures, compiled by the Motor Vehicle Department at the State Capitol in Sacramento, showed more Studebaker cars registered in California than any other car selling at over \$500.

Studebaker Leads in Detroit

In Detroit, where 80% of all automobiles are manufactured, where people know the materials and workmanship that go into cars, and the organizations behind them, more Studebakers are registered than any other car selling at over \$500.

Studebaker Goodness Proved by Owners

Studebaker value is shown by Studebaker's leadership in every test where the performance of the car in the hands of the average owner is the real criterion.

If you want a car that will stand up and give you service—follow the example of those who know by actual service—buy a Studebaker.

Studebaker-Wilson, Inc.

Farnam Street and 25th Avenue
OMAHA, NEB.

Four-Cylinder Models	
FOUR Roadster . . .	\$985
FOUR Touring Car . . .	985
FOUR Landau Roadster . . .	1150
FOUR Every-Weather Car . . .	1185

All prices f. o. b. Detroit

Six-Cylinder Models	
SIX Roadster	\$1250
SIX Touring Car	1250
SIX Landau Roadster	1350
SIX Touring Sedan	1700
SIX Coupe	1750
SIX Limousine	2600

All prices f. o. b. Detroit

To Give

"Liberty Bonds Free"

With Every Purchase

IN THE height of the Automobile buying season, when every firm selling reputable cars is sold far ahead of their schedules from the factories, we want to offer each person who is contemplating the purchase of a new car an opportunity to add to their present subscriptions of "Liberty Bonds." We feel desirous of contributing in this manner a share of the profits our June business will bring.

For one month only, we will give "Liberty Bonds" absolutely free with every car purchased. Our only requirement is that you sign your order during the month of June. Your Bonds will be delivered immediately, although you probably will have to wait for delivery on the car you select.

Prompt action on your part may save you many dollars in addition to our gift of "Liberty Bonds," as our factories have notified us that to raise the price on all cars will be imperative in the near future.

The Franklin Motor Car Co.

H. Pelton

Marmon Distributor

2205 FARNAM STREET

Read The Omaha Bee

For Automobile News and Automobile Advertising