

MOTOR FIRM PAYS PREMIUM ON BONDS

Sole Company Accepts \$100 Bond at Value of \$102 on Purchases of Their Automobiles.

Liberty loan bonds are already selling at a premium. The Cole Motor Car company of Indianapolis, makers of the Cole Eight automobile, will take Liberty loan bonds in payment for a car and every \$100 bond will be accepted at a value of \$102.

This plan was put into effect May 23 and has met the enthusiastic approval of government officials, including Secretary McAdoo. Bankers also approve it. The Cole motor car people themselves urge other manufacturers to adopt the same plan because it shows the people that Liberty loan bonds are just as negotiable as cash and that they are likely to rise in value and purchasing power.

Under this plan a person who wants to buy the seven-passenger Cole touring car, for example, the price of which is \$1,795, can buy \$1,750 worth of bonds for \$1,750 at any bank. He can turn these in to the Cole Motor Car company or its sales agents in any city for \$1,785, and pay the other \$10 cash and get his car at a total cost of \$1,760.

Money Works Double.

This simply amounts to making money work double. The buyer buys the Liberty loan from the government and then turns around and makes it buy his motor car.

Added attractiveness is given to the proposition because the Cole company announces that it will allow purchasers to buy back their bonds in cash at any time they desire.

The financial advisers of the big company predict that a general adoption of this plan in the country's business would give an impetus to the country's war loan far greater even than that to similar government war loans negotiated by the European governments since 1914.

"We may be too old, or otherwise physically disqualified for service in the trenches, but every man can lend his support in this first great campaign for money," said A. F. Knobloch, general manager of the Cole company. "It is our first battle and we are going to win a glorious victory."

Helps Both Sides.

However, the thought occurred in our minds that perhaps an automobile sale might interfere with the purchase of a Liberty loan bond. We want to sell automobiles, but we are more anxious to see the Liberty loan bonds sold. Therefore, we urge all prospective purchasers of Cole cars to give preference to the support of the government and first invest their money in Liberty loan bonds.

"Then, we offer to every holder of a Liberty loan bond, or bonds, an inducement to reinvest that bond, or those bonds, in partial payment, or full payment for his Cole automobile, at the rate of \$102 for each and every \$100 included in the original bond investment."

"We suggest that every American business man who has anything to sell adopt the Cole Liberty loan plan and thereby make liquid the Liberty loan bond just as the \$1-bill is liquid in trade."

Might Have Escaped the Tax by Changing Name

"Serves us right for calling them 'pleasure cars,'" said R. C. Rueschaw, sales manager of the Reo Motor Car company, when he first heard of the proposition to tax automobiles 5 per cent for the war fund.

"I have had it in mind for a long time to change this foolish nomenclature in Reo advertisements, but it is difficult for one person, or one concern to eradicate a deep-seated error."

"If the telephone is a necessity, if electric lights are not a needless extravagance, if sewing machines are not merely a recreation for the tired mother, then certainly automobiles are indispensable."

"In perhaps 5 per cent of cases the automobile might properly be referred to as a 'pleasure car.' In a still larger percentage of cases the telephone could legitimately be so called."

Hudson Super-Six Fleet To Take Place of Racing Team

"No racing team entered for the classic automobile speed events this year will be watched by the motoring public with such interest as the Hudson Super-Six fleet," said Guy L. Smith, Hudson distributor.

"That is because the Hudson race performance will represent the endurance qualities of the Hudson Super-Six stock car. Except for a few changes the chassis of the Hudson racing specials will be the stock chassis of the Super-Six. Hudson wanted to adhere as closely as possible to the stock car structure, so that what its racing fleet does under the punishment of the speed events will reflect what can be expected of a Hudson stock car in any endurance test."

"Hudson expects every car entered to finish among the leaders. The expectation is that every one finish in every race in which it is entered."

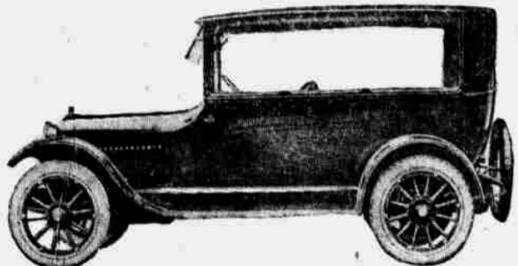
San Francisco Ad Club Men Making Trip in Automobiles

When the Associated Advertising Clubs of the World convene in annual session June 3 in St. Louis the San Francisco Ad club will receive the honor of having come all the way from the coast in automobiles. There will be representatives of the advertising profession from the continent, from Hawaii, from the Antipodes and from various other corners of the civilized world, but it was left for the Californians to evolve the motor car caravan stunt.

The "On-to-St. Louis" caravan of the Frisco Ad club is piloted by a Series 18 Studebaker "Six." It is keeping well ahead of the long string of motors, posting road signs, gathering touring information and wiring it back to the cars that follow, arranging places of rest and a thousand and one other duties that necessarily fall upon a trail-blazer.

Montague Tancock, son of Dean Tancock, leaves for Montreal in June to try for a commission in the Canadian army. Failing in this, he intends to enlist as a private. Young Tancock was with the Red Cross in Serbia for eighteen months.

Chandler Has Everything for Comfort



"Dealers everywhere are beginning to stop and ask for the closed car and the convertible sedan," asserts R. R. McNemar, Chandler dealer. This is one of the late Chandler models and nothing is left undone which makes for comfort. We predict a great year for closed cars.

Railroad Company Claims Damages From Auto People

In the days of the horse age, railroads were besieged with claims for the death of and injury to horses. Sometimes the owners got damages and sometimes nothing, but the horse always got the worst end of the deal, for it never was a match for the locomotive.

With the coming of the motor era, the worm has turned. The other day the Chisholm & Moore Manufacturing company of Cleveland received the following letter from a superintendent of the Pennsylvania lines:

"I beg to advise that January 8, last while our engine No. 7749 was passing over East Fifty-third street very slowly, speed about three miles per hour, it was run into by your automobile truck No. 131199, damaging our locomotive to the extent of \$131.19. The automobile people found that the driver of their Packard truck had been at fault in trying to push the locomotive off the track. The truck suffered no injury, yet they paid the \$131.19."

Lads from the West Enroute to France Feted in Gotham

Judge Julius S. Cooley has received a letter from his nephew, E. Donald Keeler, a member of the Leland Stanford university ambulance corps enroute to France, telling of the hospitable way in which the students were feted in New York.

"We had no sooner arrived than we were invited to attend a theater party by Miss Jane Crowe, who gave us each an autographed photo. The next day Mrs. H. H. Duryea, who is connected with the war relief committee of New York, gave us a tea at Sherry's. There we were toasted by Mrs. W. K. Vanderbilt, jr., who is sort of 'Godmother' to all that is connected with war relief work. The French consul

spoke, as did also Dudley Field Malone and George Barr Baker.

"The next afternoon we were invited out to a tea at the Ritz-Carlton. Here, and at a theater party which we went to in the evening, \$46,000 was raised to purchase us new ambulances and equipment."

"We were next banqueted by the California alumni at the Waldorf-Astoria. Theodore Roosevelt was one of the principal speakers. Marshal Joffre and Minister Balfour were banqueting in the next room to us."

"They can't do enough for us," the young man concluded. "We have invitations to nearly every club in the city."

Pelton Makes Government Partner in His Business

Things move faster in motor car circles than most any other line of industry and more live ideas are traceable directly to the motor industry than to any other.

H. Pelton, Franklin and Marmon distributor, has hit upon a plan which will make the government a partner in his business and directly aid the sale of Liberty bonds.

Every new car purchased within the next thirty days will carry with it a gift of Liberty bonds.

"In this way," asserts Mr. Pelton, "we can aid the government in selling Liberty bonds and we are glad to advertise the fact that part of our profits will go to such a cause."

HYMENEAL.

Weishartinger-Lundgren. Miss Frances S. Lundgren, daughter of Nels L. Lundgren, and Mr. Joseph F. Weishartinger were married by Rev. Charles W. Savidge at his residence Friday afternoon at 4 o'clock. They were accompanied by Miss Jennie Fulton.

CIRCUS TAKES TO THE AUTO ROUTE

Shortage of Railroad Power and Equipment May Force Aggregations to Return to Overland Travel.

Traveling shows this year may be forced to go back to the old days of wagon equipment if all the railroads of the country follow the example of one eastern road, which has practically declared an embargo against outdoor amusement enterprises. One circus already has been compelled to travel by boat on trips between New England coast towns.

Because of unsettled railroad conditions, the motor truck industry and the amusement world is watching the launching of the United States Circus corporation's enterprise. It will be motorized throughout, using 100 Kelly-Springfield trucks and seventy-five Troy trailers, mounted on Firestone giant tires, to transport its paraphernalia, animals and employees.

The show is now being mobilized in Cincinnati. It will take to the road early in June, traveling northward, according to Frank P. Spellman, president of the corporation.

The trucks, it is said, will enable the circus to present an unusually beautiful and imposing pageant. One of the features will be a score of the big truck chassis mounted by huge hand-carved bodies, representing the "Nations of the World," except Germany.

Messenger Boy Hurt When Auto Collides With Bike

Charles Deupser, 31, 2808 North Twenty-eighth street, a messenger boy for the Western Union, collided with an automobile driven by C. R. Anderson, 3037 South Nineteenth street.

Deupser suffered a dislocated hip and a fracture of the right shoulder and right hand. He was taken to St. Joseph's hospital. The collision took place at Eighteenth and Farnam streets.

Binding Twine

Strictly No. 1—18 1/2c 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.

Army Men Come to Look Over Spot to Locate Big Camp

Five army officers and a clerk constitute the party which will arrive tonight at 11:25 from Sioux City to look over possible sites around Omaha for one of the thirty-two cantonment camps the government is to establish for the soldiers. The party consists of Colonel

George H. Morgan, Colonel D. W. Lockwood, Major George H. Houle, Major W. M. Leahy, Major James L. Bevans and Clerk Dempsey.
C. C. George of a special Commercial club committee, F. H. Myers of a special committee of the Real Estate board and other committeemen will take the army commission out in cars Sunday to see certain tracts of land north of Florence and south of Fort Crook, which have been examined by the local committees as possibly available ground for the location of one of the cantonment camps.

Willard STORAGE BATTERY SERVICE STATION

A Welcome that Makes Good

Once you go to the Willard Service Station you'll go again, because you get something more than service. You get a real welcome.

It may express itself in a bit of sound advice about the care of your battery or a book on battery health. But it's almost always something more than you asked for.

It's this that makes Willard service different.

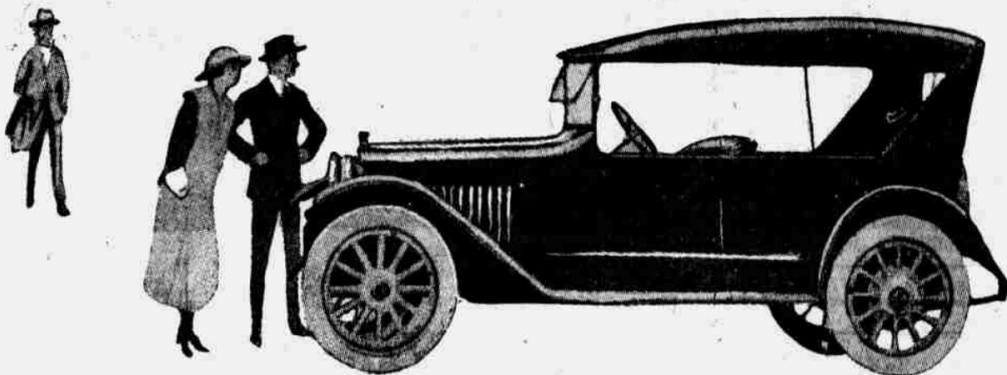
If you haven't already received a Willard Service Card, stop in for one. It entitles you to free hydrometer testing twice every month—the first step in the prevention of battery trouble.

We have a rental battery for you if yours needs repair.

We will gladly test your batteries free at any time.

NEBRASKA STORAGE BATTERY CO.
2203 Farnam Street
Phone DOUGLAS 5102

The New Hupmobile



Rare-Beauty---High-Duty

Already supreme in performance, the new Hupmobile claims supremacy in beauty. The high duty car is now the rare-beauty car as well.

From the battle of cylinders, the Hupmobile has emerged the champion four. It has won not only over other fours. Its phenomenal pulling power has outclassed sixes, eights, even twelves.

PREFERRED FOR PERFORMANCE

For two years proof has been plentiful. It is daily given anew. By dealers in demonstration. By owners in everyday-use. By records like those made in the 20,000-mile Capital-to-Capital Tour.

Many times performance has brought the Hupmobile preference over cars that cost more, or have more cylinders.

The new Hupmobile is the same splendid performer. In sand, in mud, on the hills, it will add new chapters to Hupmobile history. Over and over again it will demonstrate the value of Hupmobile quality.

QUALITY HIGHER THAN NEED BE

For quality is still first with us. That quality which begets long life and superior performance. We know our motor is better than need be. So much better,

indeed, that other manufacturers call it fit for a \$3000 car.

We could use a less costly clutch. The same with the transmission, the rear axle.

BEAUTY CROWNS OTHER VIRTUES

But even if we would, we could not give our buyers less. And we do not choose to give them less. From the first, people have bought the Hupmobile for its goodness. We want them always to buy it for that.

Now we crown performance and quality with year-ahead beauty. The new Hupmobile bears the style distinction its inner virtues deserve. We do not look for its equal in beauty this year.

It is, in fact, the most beautiful Hupmobile we have ever built. It carries a finer finish. It is more luxurious. It is still more complete.

We could have paid for this extra value by saving on inner quality. Instead, we increased

our production. We invested heavily in additional buildings and machinery. We reduced costs by increasing production.

JUDGE BY WHAT IT IS AND DOES

That is why you now get rare beauty—year-ahead beauty—in this high-duty car. Thus we make good its claim to new supremacy.

Never before has a car of Hupmobile type shown such refinement of detail. Never before has a four-cylinder car had such a wondrous performance record.

We expect you to judge the new Hupmobile solely on its merits. If you will do that—if you will check its beauty, its quality, its performance against the same features of other cars—we know what your decision will be.

Ask us to send you the report of the United America Tour—an engrossing story of how the Hupmobile, in visiting every state in the Union, crowded four years of travel into four short months, and mapped a new route from Washington to every state capital and back to Washington. Get the pictures of every capital building in the country.

25 Style Features Such as These

- Bright finish, long grain, French seam upholstery.
- Improved cushions and lace type back springs in seats.
- Leather-covered molding finish along edges of upholstery.
- Neverless top, black outside, tan inside—waterproof.
- Tonnau gipsy quarter curtains, integral with top.
- Front and rear edges of top finished with leather-covered molding with aluminum ferrule tips.
- Row spreaders to carry top when folded.
- Hupmobile-Bishop door curtain carriers, folding with curtain—exclusive feature.
- Bright leather hand grip-pads on doors.
- Large door pockets with special weighted flaps.
- Body a new color—Hupmobile blue.
- New variable dimming device graduates brilliance of head lights.
- Tail lamp operates independently of other lamps.
- New soft operating clutch.
- 5-passenger touring car.....\$1285
- 2-passenger roadster.....1285
- 7-passenger touring car.....1440



McSHANE MOTOR CO. Local Distributor.

HUPMOBILE CO. OF NEBRASKA

2523-2525 Farnam St. Phone Douglas 5433. Omaha, Nebraska. Douglas 6466. 2523-2525 Farnam St.

All Star Tread

A Better Tire for Your Money

The reason—Star Materials and Star Construction. The highest possible quality is evident from the Star covered tread down through the many plies of combed Sea Island cotton fabric and pure fine Para rubber—a wonderful carcass, built up by hand with painstaking care.

Many Extra Miles

Extra tread thickness. Wider and heavier breaker strip over carcass and tread. One more ply than ordinarily used in high-grade tires. These built-in Star features give you a tire service that will delight you.

Satisfaction Guaranteed With Every Purchase

Wheeler Rubber Co. Distributors 2064 Farnam Street Omaha, Neb. Phone Douglas 7548

STAR HAND-MADE TIRES