

PROTEST AGAINST STATES SLACKING UP ON ROAD WORK

American Motorist Explains Why the Improvements Should Continue in Spite of War.

Following a news item conveying the information that several states contemplate abandoning their road building plans because the United States is at war, the current number of American Motorist, advocate of good roads, prints an editorial on "Shall the War Bring Road Building to a Halt?" It says:

"A pronounced tendency toward curtailment of road work during 1917 on account of war conditions is manifesting itself. Several state highway departments are arranging to reduce their road work to a minimum and are advising counties to do likewise. The situation should be carefully analyzed and hasty judgment should be avoided.

"If by curtailing road work the food supply of the nation can be markedly increased, enlistments in our fighting forces stimulated, or production of those things necessary to the successful conduct of the war enlarged, then by all means postpone new road work until next year or until the close of the war.

"In a determination of these questions, however, there are important facts which must not be overlooked. One of these is that farm labor in any given section of the country is required in a large amount only at certain short seasons of the year, namely, the crop planting and the crop harvesting times. If a whole season's road work is abandoned so that the road laborers may be available for the few weeks they are needed on the farm, the query necessarily arises as to whether this is an efficiency.

"It is contended also that the road laborer is quite distinct from the farm laborer and knows little or nothing of farm work. This may or may not be true. As to the use of road laborers in munition factories, it is exceedingly doubtful whether these men could be readily and efficiently turned into munition workers.

"Would it not be the part of wisdom for highway departments to make a survey of the situation and by conferences with contractors and public officials determine with reasonable exactness the economic advantages and disadvantages which would follow a continuance or discontinuance of road work for the season?"

"Another reason advanced for curtailing work during the present season is the enormous increase in the prices of materials and labor. This would ordinarily seem to be a valid reason, but the same logic applies to all other constructive enterprises.

"The railroads, the builders of all kinds of structures, manufacturers of equipment must all pay the toll levied by the constantly soaring cost of living and working.

"After all, excessive cost of public utilities is a lighter burden upon the shoulders of the people than the burden of poverty induced by idleness. The stoppage of public work

EDDIE O'DONNELL, SPEED MERCHANT, VISITS OMAHA—Stops on his trip across continent in his Mitchell car. O'Donnell is in front with his foot on the car.



Good Cars Are Their Own Best Boosters

"A gradual but very apparent change has taken place in the attitude of the car buying public toward cars which have been making a feature of sensational stunts," says A. S. Avery of the Auburn Automobile company, distributor of the Auburn Six.

"Buyers have expected more of the cars than they have a right to, but instead of realizing that they were still obtaining their moneys' worth, they have gone about condemning the cars that disappointed them.

"It is no secret in the industry that certain cars which were talked about by everybody a little while ago and which enjoyed for a time a regular walkaway in sales, are now finding it hard to sell at all.

"On the other hand cars which have always been restrained in their claims are going ahead steadily. The Auburn Six is an example. Such cars really offer the buyer the greatest inducement because the price cannot be inflated to take advantage of demand.

"The automobile business is slowly but surely getting down to a basis of stable, dependable merchandise."

Stearns People Optimistic On the Business Outlook

"We have just received reports from most of our district sales managers in answer to a request to give us information on how the dealers in general feel in relation to the automobile business and the war situation. Each report is an enthusiastic outlook for the automobile business," says the head of the sales department of the Stearns Automobile company.

"The optimism shown by bankers and business men in general indicates a thorough trust and satisfaction in the present national situation that is even now stimulating all business. This release of a vast amount of money means prosperity for our people in all pursuits.

"Our business to date has certainly been most gratifying, and shows a very healthy increase over last year in all departments, not overlooking our rapidly increasing foreign trade. The prospective purchaser considering a Stearns-Knight best place his order now if he expects a delivery of the desired model."

Theatrical Queen Enthuses Over King Car Which Is Here This Week

"What! you don't mean to tell me that the 11,000-mile test King car is still running and will be here this week?" was a query addressed to W. L. Kelly of the Noyes-Kelly Motor company by Miss Helen Raymond, one of the stars in the "Very Good Eddie" company, who was in Omaha last week enroute to the Pacific coast.

When Miss Raymond was informed that it was true and that the car has piled up over 32,000 miles, she was astounded.

"It is phenomenal," exclaimed the actress, "I watched that car go around and around on the two-mile oval of the Sheepshead Bay track. It seemed cruel to make a car that has had such strenuous treatment do more work. I was playing on Broadway at the time the King engineers were staging this contest on the big Coney Island speedway.

"The New York King dealer took us to the track and I became so enthused that in the morning, the afternoon, and after the performance I would go down to the track and watch 'Our Baby' as we had nicknamed the car. It was always running—night and day, during heavy fog, rain, cold weather and sunshine. Just think running that car all the time day and night for two whole

weeks. The men of the American Automobile association, especially Mr. Edwards, who was in charge of the test, were so critical and careful—they took charge of that car just as if it was a dangerous prisoner—unwilling to give it an inch leeway.

"And now they tell me the car has traveled 32,000 miles and that another non-motor stop run of a week's duration at Minneapolis and St. Paul is added to its already wonderful record. It just makes me bubble over with pride and enthusiasm to think that we have a car of the same make. I know that our car would repeat the same performance of the test King that is coming to Omaha."

This big battleship gray test car, which is under the direct supervision of the engineering experimental department of the King Motor Car company, is now in Omaha. L. C. Benson, one of the experimental engineers from the King Motor Car company, is also here. Every movement of the car is logged and from this car the King engineers obtain information that is invaluable to their engineering department.

The car remains in Omaha for a few days and will then be driven all over the territory surrounding Omaha for the inspection of the King dealers and owners in this territory.

California Ad Men Ride in Studebaker Cars to Denver

Mud smeared with red and yellow clay, with a top dressing of macadam stone, from the Lincoln highway, from radiator to tail-light, two Studebaker sixes arrived in Denver last week on their way to the St. Louis convention of the Associated Ad clubs.

Fourteen cars, representing leading makes, left the headquarters of the San Francisco Advertising club loaded with members and directors of the club determined to "make St. Louis or bust." In the lead of the caravan was a Series 18 Studebaker Six, the official pilot car, with another Studebaker Six following with the main body of Californians.

From Frisco to the Nevada state line things went along very well, but once in Nevada there began a battle with rain, snow and mud. From Lovelocks, Nev., to Fort Bridger, Wyo.,

washes and alkali flats were frequent. The roads, due to heavy ore teaming, are always wet or less cut up, but with constant wet weather they were made well nigh impassable. Car after car, and big, powerful ones, too, dropped out at this stage of the game, until Denver found the caravan reduced to three mud-encrusted machines.

Two of these three cars which successfully battled the elements and terrible road conditions were Studebakers, the pilot car and its less dignified brother from the ranks of the caravan.

Cravath Pounds Homer. "Gavvy" Cravath threatens to dethrone Wally Pipp as king of the home run wallopers. Up to the present the Philly slugger has it on the Tankees cluster in the matter of circuit drives.

Walt Mason Pays His Respects to Haynes Car

"On sunny days, and when it rains, I go a-scooting in my Haynes. In winter, when there's sleet and snow, I pour in gasoline and go. And in the spring, when grass is green, I fill my tank with gasoline, and whiz along the country road, as though pursued by men I owed. And in the summer, when the sun is sending heat down by the ton, I pour more gas into my Haynes, and go cavorting over the plains. And in the autumn, when the air is feeling frosty everywhere, I buy a bowl of gasoline and on the turnpike I am seen," says Walt Mason.

"All through the year, in rain or shine, I push that good old car of mine. Up stony hills, so beastly steep they'd make a span of horses weep. I take my way, I calmly climb, and reach the summit every time. Through sand and mud, through sleet and snow, I pull, where'er I want to go. I've never yet been stalled or stuck, and some of you will say it's luck; but there are many lucky guys—they are the fellows who were wise, who blew their money for the Haynes, when they were buying motor wains.

"I often wonder how they make a car that doesn't balk or break beneath such usage as would hump a locomotive to the dump. The latter engine runs on rails; its nice smooth roadway never fails; it's nursed and doctored every day; mechanics trail it all the way; its pulse they feel, its works they test, where'er the blamed thing stops to rest. And notwithstanding all this care, it's always howling for repair.

"My boat runs on the country pike; you know just what that road is like; in every furlong there's a jar that really ought to bust a car. I feed it gas and sparkling oil, and no mechanics round it, unless I wind it round a tree and break some rinkums, two or three.

"I wonder how it stands the strains, my good old never-failing Haynes!"

Batry Vim Doubles Life And Reduces Battery Cost

"Batry Vim is a solution that replaces the old sulphuric acid and distilled water method of recharging batteries," is the trite description of the new method of treating storage batteries given by John W. Hughes, manager of the Batry Vim Company of Omaha. "Batry Vim breaks up and controls sulphation in lead type storage batteries, doubles the life of the average battery and cuts the cost in two."

Mr. Hughes said the average battery costs \$30 and its life is about eighteen months; with the Batry Vim treatment an additional life of eighteen months is given, in fact it is guaranteed, and the cost of treating it is about \$15. To secure this result it is necessary for them to tear the battery down, remove the sulphate from the lead pipes, clean and rebuild it, treat it with the solution and charge it. It is then restored to new life and is tested in their laboratory before it is permitted to leave. During the three months they have been in Omaha they say they have never had a complaint.

C. E. Thompson is associated with Mr. Hughes and they have the agency for the state of Nebraska. They will soon open a station in Lincoln and other cities throughout the state.



Why Not Have a Car as Comfortable in the Spring and Summer as in the Winter?

WHEN we discuss year-round motor car comfort with any motorist, we never avoid the fact that there are bad roads and bad weather to encounter during the warm months, just as surely as in the winter months.

In fact, these are exactly the conditions you want to keep in mind when looking for your practical every-day-in-the-year car.

And if you investigate, you will find these very reasons have urged the experienced motorist to choose the Franklin Sedan purposely for summer use.

Experience with an open, unprotected touring car makes you appreciate the summer comforts of the Franklin Sedan.

What You Don't Have to Endure

You will notice the absence of dust and dirt; relief from gusts of strong wind that screw up your face and take your breath; protection against a too hot acquaintance with Old Sol. And when a storm suddenly decides to break, you're not put to the inconvenience of getting wet to raise the top, and perform sundry other operations.

All the free blowing air you want, or as little as you desire, is regulated by you, to suit you.

In short, you never end up the trip in worse shape, mentally and physically, than when you started; you are rested and refreshed.

Luxury, Without the Expense

This is the Franklin Sedan—and with it goes record-breaking economy. Ask any Franklin owner if his Sedan is expensive to run. We stand on his reply.

The success of the Franklin Sedan is due to its scientific light weight. It weighs 2610 lbs.—less than the average fine touring car.

But your own opinion is what counts. Call at our showroom and see the car for yourself.

FRANKLIN MOTOR CAR COMPANY

R-U-2-B-1-OF-60

2205 Farnam Street Phone Douglas 1712

Bee Want Ads Are Business Boosters



PAIGE

The Most Beautiful Car in America

TODAY the list price of the Paige Linwood "Six-39" is \$1175. On a purely comparative basis, there is no other car on the American market that even pretends to offer so much Beauty, Luxury and all around Efficiency for so little money.

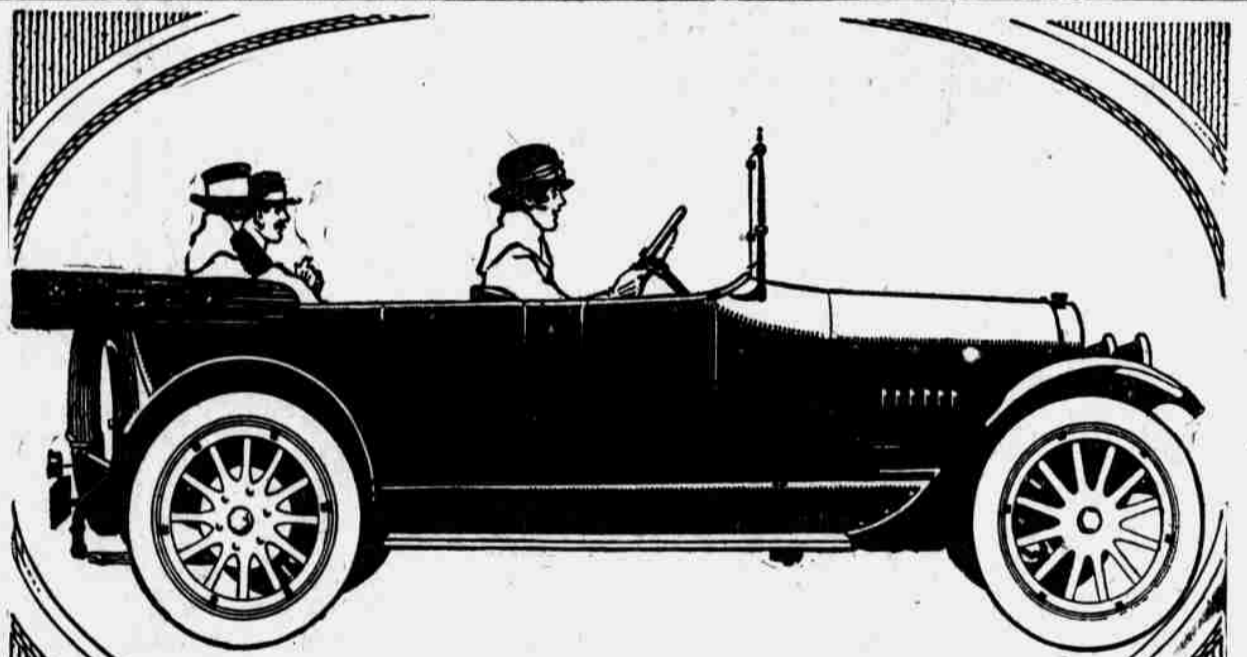
But take advantage of this rare opportunity while it exists. Place your order now—before the list price of every Paige model is substantially increased.

Stratford "Six-51" seven-passenger	\$1495 f. o. b. Detroit
Fairfield "Six-46" seven-passenger	\$1375 f. o. b. Detroit
Linwood "Six-39" five-passenger	\$1175 f. o. b. Detroit
Brooklands "Six-51" four-passenger	\$1695 f. o. b. Detroit
Dartmoor "Six-39" 2 or 3-passenger	\$1175 f. o. b. Detroit
Lansdowne "Six-51" seven-passenger	\$2750 f. o. b. Detroit
Sedan "Six-51" seven-passenger	\$2300 f. o. b. Detroit
Sedan "Six-39" five-passenger	\$1175 f. o. b. Detroit
Town Car "Six-51" seven-passenger	\$2750 f. o. b. Detroit

Paige-Detroit Motor Car Co., Detroit, Mich.

Murphy-O'Brien Auto Co.

1914-18 Farnam St. OMAHA, NEB. Phone Tyler 123. Some Good Territory Available to Dealers.



Auburn

\$1145

If you want to be thoroughly satisfied with the car you buy put your money into an Auburn Six—a car that has never had to make extravagant claims in order to sell.

When you buy an Auburn you get a car that is conceded to be one of the best built cars in America at its price or anywhere near it.

The Auburn Six has behind it 17 seasons of successful motor car building. Auburn makers are among the five or six oldest and soundest automobile manufacturers in the country.

When you buy an Auburn Six you know you will always be able to get service and service parts if you need them—and your Auburn will have much higher used-car value a year or two from now because there is no question about the company's future.

"Most for the Money" is not merely a selling phrase, it is a fact.

Compare the Auburn Light-Six—the 6-39—with all other cars at \$1100 to \$1200. No other car in this class offers the big size, im-

pressive appearance, beautiful lines, handsome finish and adequate power that you get in the Auburn 6-39 Touring Car or Four-Passenger Roadster at \$1145. The same is true of the Auburn 6-44 for seven passengers, at \$1535. It is the biggest seven-passenger car selling for less than \$2800.

You know that practically all motor car prices have advanced from \$100 to \$200 within the past year. But the price of the Auburn 6-39 is only \$60 higher than a year ago and the price of the Auburn 6-44 is unchanged.

As two of the pioneer automobile men of this section, we are familiar with the qualities necessary to satisfy Nebraskans. And we have handled the Auburn for eight consecutive years and know it to be a car of sterling qualities. There is no car on the market for the price that is its equal, which a demonstration will verify. Call and see us.

SPECIAL AGENCY PROPOSITION

Auburn Automobile Co., Omaha

A. S. Avery and E. E. Moser
2559 Farnam St. Phone Douglas 7298.
AUBURN AUTOMOBILE COMPANY
AUBURN, INDIANA