

## BUY YOUR CAR NOW WEEK IS SET FOR FIRST OF JULY

Auto Men Plan Time to Follow  
Up President Wilson's Slogan  
of "Business as Usual."

When President Wilson wrote a New York business man, "This is not only not a time to allow slowing up of business, but is a time when every sensible process of stimulation should be used," the automobile and allied industries decided that he meant them, too.

They figured it out this way: Here you are, an average reader of automobile news in these columns. You have the money to buy a car, either a new one from \$345 up, or a partly used car.

You really want that car—want it bad, for the pleasure and health it will bring you and your family, for its convenience, or possibly for business use as well.

**They Have "Your Number."**

The auto folks know about you—and know that you are just holding back without any good, logical reason. For you know as well as they that business is going to keep good, unless everyone does like you and just "holds back." In which case, of course, you are operating contrary to President Wilson's statement to not allow "any slowing up of business."

So the auto folks intend to have you set right on the matter—to show you where you not only uncage the pent-up enjoyment in those "resting dollars" of yours, but also do the nation a good turn by putting them back to work in general circulation when you buy that car you want.

**How Desire is Created.**

Sunday, July 1, to Sunday, July 8, inclusive, has been set aside as "Buy Your Car Now" week. The auto folks will use persuasion of their own individual varieties in special advertisements as well, but they urge that the automobile editor do not fail them, for it is said that men like Hugh Chalmers of the Chalmers, Alvon MacCauley of the Packard, W. N. Willys of the Willys-Overland, Harry Ford of the Saxon, A. G. Seiberling of the Haynes, E. A.

**CARTER LAKE SEASON IS OPEN**—Here is a bunch of enthusiasts lounging around their Scripps-Booth car ready to take a plunge in the lake.—Photo taken last Sunday.



Erskine of the Studebaker, A. I. Philip of the Dodge Bros., W. E. Flanders of the Maxwell, and hosts of others of equal note, lay much of their car-selling achievements to the articles written by America's automobile editors.

The roads are now in good shape almost everywhere. The belated summer-time is in our midst and the call of all outdoors is very, very insistent. Four of the best motoring months on the calendar are ahead. So "Buy Your Car Now" week is a very timely prelude to the enjoyable months ahead of you.

Buy your car now—be happy in those pleasures it brings you—and content in the thought that you did right by putting the cost of the car back into circulation where it will do the country the greatest service.

**Chandler Buyers Will Be Protected Until July 1**

R. R. McNemar of the Omaha Chandler company, in regard to the advance in Chandler prices, expresses himself as follows:

"We have quite a stock of cars which we put in as soon as we learned of the advance in price. We can take care of most of those who buy this month, and we want to do it. The price advance is necessary owing to the numerous increases in the raw material market."

Buyers, as well as dealers, should

avail themselves of the opportunity. There will be no change in the model, just an advance in price on all cars manufactured after July 1.

The following advice has been sent out by the factory:

"All motor car prices of six months ago must go up unless the cars were much overpriced at that time. Get all the new and used Chandler cars

you can carry. The Chandler car has always been underpriced—never overpriced. The advance is not a matter of our choice—we have no choice. At \$1,325 the Chandler will still be underpriced, for there is no other six in the medium-priced field which offers so many of the attractive high-class quality features of the very highest grade cars.

## LININGER TAKES OVER THE MAXWELL

C. W. Francis Sells Line to Devote His Entire Time to the Truck Business.

One of the largest transactions in the Omaha motor car circle took place during the latter part of last week and it is rumored that \$148,000 changed hands Saturday afternoon when the Lininger Implement company closed a deal for the Maxwell distributing agency, part of which was controlled by the C. W. Francis Auto company.

The Lininger Implement company will control the territory in Nebraska north of the Platte river, the west quarter of the state of Iowa and about one-fifth of South Dakota.

The contract between the Maxwell Motors company, incorporated, of Detroit and the Lininger Implement company involves the sale of \$3,000,000 worth of automobiles and is one of the largest, if not the largest, ever written with an Omaha distributor.

In speaking of the transaction C. W. Francis said: "No, there is no trouble between the Maxwell people and myself. I have been making arrangements for the last six months to go into the truck business exclusively and had this idea in mind when I built my new service station on

Harney street. I still think the Maxwell the best buy on the market at anywhere near the price. I am absolutely satisfied in every detail with the new arrangement and wish my successors unlimited success.

"The Lininger Implement company is a big concern with an excellent reputation among the dealers and I am sure they will make a big success with the Maxwell line."

**Ad Club Men Put Tires To Most Remarkable Test**

Three sets of chains were worn out between the roadbed and the tires on the pilot car of the San Francisco motor caravan is report of a remarkable trip made to the St. Louis Ad Men's convention by San Francisco automobile and advertising men.

Four survivors of the original party of fourteen cars arrived in St. Louis on schedule time after undergoing one of the hardest tests driver, machine and tires ever stood. A series of snow, sleet and rain storms preceded the plucky San Franciscans in their severe test. Four days of rain in eastern Nevada and western Utah played havoc with the roads and put several of the cars out of the running. The Studebaker pilot car became so clogged with mud early on the trip it was necessary to chop the mud guards from the car.

Three of the Goodrich Safety Tread tires which equipped the Studebaker pilot car, driven by Chester N. Weaver of San Francisco, finished the trip filled with San Francisco air. The fourth tire was punctured when about fifty miles from St. Louis.

## Mixture of Gas and Oil Used in New Generator

A successful demonstration of the efficiency of the Duntly gas generator, manufactured by the Chicago Pneumatic Tool company, was made before two representatives of the press Friday morning.

This attachment can be fitted to any make of motor car and enables the user to burn a fuel consisting of half kerosene and half gasoline.

One of the members of the Haarmann-Locke Motor company drove a Ford car from Twenty-fourth and Farnam streets through the business district to Florence and return, making a total mileage of thirteen and eight-tenths. The fuel consumption was five pints. This, considering the cost of the fuel (half kerosene and half gasoline), makes not only an excellent showing from a mileage standpoint, but lessens the fuel cost to a considerable extent.

## Six Lads Venture Out Too Far in Swimming Pool

Fred Kasner and Ernest Benson, lifeguards at Riverview swimming pool, rescued six youngsters who ventured beyond their depth on Friday. Shool vacation and the sun's rays was the combination which sent 1,500 bathers to the pool during the day. In some instances the rescued victims were rolled in the regulation manner, but in none of the cases was it necessary to apply pulmotor.

Persistent Advertising is the Road to Success.

# The Economy of Buying a Hudson Super-Six Now

Market Conditions Make Present Supply and Prices Uncertain

This is not an announcement of an increase in price. I do not even know that a price increase is intended or will be necessary.

But I do know that there never was a time when it was so difficult to forecast either the price that must be paid for raw materials or to know how to plan for future market requirements.

The accompanying table shows how the rising prices of raw materials have affected the Hudson Super-Six. The prices of all automobiles and manufactured goods of practically every kind have been similarly affected.

Everything has increased in price during the past two years. There is no indication that top prices of raw materials have yet been reached.

Serious as that situation is, however, it is not as bad as are the newer conditions, which daily become more confusing.

When costs of all materials increase correspondingly prices adjust themselves. During the past two years we have seen prices mount higher and higher. The increases are approximately at the same ratio with all articles of merchandise. Therefore, the list price of an automobile is today relatively no higher than it was when it sold at from \$200 to \$300 less.

If these conditions continue it would not be difficult to meet them. The prices that must be paid in the future for materials out of which automobiles are built, and which thus affect the price at which those cars must be sold, are, however, the least of our present obstacles.

An all powerful and selfish buyer is in the market. He demands what he wants and no one has the power to oppose him. He is War. He takes the products of the world and at his will deprives all others of the use of the materials they may need. Today he threatens to stop certain industries, for his need is not to be denied. Even War does not know from one day to another what he shall want next. So no one can definitely plan for the future.

He may want automobiles and if he does his wants must be supplied. He will require thousands of ambulances. This would affect the supply of pleasure cars. War does not stop to make repairs. He throws men, materials and money into the scrap heap with an extravagance impossible of imagination. The average life of a war ambulance on the battle front is 11 hours. So the difficulty now is in knowing how to plan for future requirements.

Materials for automobiles must be contracted for from twelve to eighteen months in advance of production. As things are now, the matter of price is of secondary importance. Will we have enough automobiles to meet requirements? I seriously doubt it. Surely people will continue to want cars. With the great prosperity that exists in this country, with the tremendous expenditures of the billions of dollars that are being put into circulation for war supplies, thousands of new buyers will want cars.

But the Government may want all our pleasure cars. If it does where are the cars to come from except out of the stocks that were intended to meet an expected normal demand. Assurance has already been given that privately owned automobiles are not to be commandeered.

There is a distinct advantage in buying your Hudson Super-Six today. It is not alone the advantage of a price that is based on a last year's material market. It is the advantage of obtaining delivery. Who knows how long that supply can be met?

I don't know how many cars I will be able to get. I know what has been promised, but the factory can give me no definite assurances as to the future. My Hudson contracts are cancellable so far as deliveries are concerned, when cars may be needed for war purposes.

I have no assurances as to what price will have to be charged for the cars after I have had my present allotment and I do not know that I can even rely upon getting that allotment.

"It is an ill wind that blows no one good." War has always brought prosperity even to the countries most sorely afflicted. It cannot fail to have a similar effect on America. You can readily imagine what this will do in creating a greater demand for such a car as the Hudson Super-Six.

Isn't it natural to suppose now that power, speed, and particularly endurance, are required as never before that the Hudson Super-Six will be the wanted car?

I cannot imagine how there can be enough Super-Sixes to meet the condition, so you see the advantage in getting your Hudson Super-Six now.

Today you can get it at a price not influenced by present material costs. You are assured of delivery. Neither the price nor the delivery, I am sure, can be guaranteed as to the future.

In Each 7-Passenger Hudson Super-Six the Following Amounts of Materials Are Used:

|                            | The Cost in 1916 | The Cost Now     | Increase in Per. |
|----------------------------|------------------|------------------|------------------|
| 250 lbs. frame steel       | \$ 1.35 per cwt. | \$ 2.23 per cwt. | 280              |
| 355 lbs. sheet metal       | 2.75 per cwt.    | 5.15 per cwt.    | 237              |
| 110 lbs. aluminum castings | .28 per lb.      | .50 per lb.      | 179              |
| 210 lbs. cast iron         | 12.25 per ton    | 41.00 per ton    | 335              |

Our leather increase, which is one of the most important items, is 40%. Other upholstery items have advanced 100%. Our wheels have advanced 80% in price; our front and rear axles 30%; the components of our tires, rubber and cotton, have advanced 75% and 180% respectively. We use 60 pounds of copper in each Super-Six; it costs 100% more than a year ago.

PRICES:  
Phaeton, 7-passenger...\$1650    Touring Sedan .....\$2175    Town Car Landaulet...\$3025  
Speedster, 4-passenger... 1780    Town Car ..... 2925    Limousine ..... 2925  
Cabriolet, 3-passenger... 1950    (All Prices f. o. b. Detroit)    Limousine Landaulet ..... 3025

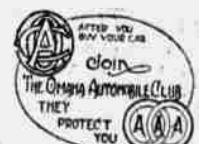


## GUY L. SMITH

"SERVICE FIRST"  
Open Evenings Until Nine.

2563-65-67 Farnam St., Omaha.

Phone Douglas 1970.



## "The Home of Satisfaction"

# Satisfaction Guaranteed on USED CARS

The Murphy-O'Brien Auto Co. have adopted a new policy of selling used cars. A guarantee accompanies every Dodge Brothers and Paige car we sell. We assume responsibility for defective parts and give the purchaser every assurance of satisfaction. This is something new in the automobile industry—a most radical change from the policy employed by all dealers in used cars.

Heretofore the purchaser has assumed all the risk. He has had to depend on his own judgment, or "luck." He could never be sure he would not have a big repair bill tacked on to the original purchase price. We are going to change this. We are going to insure you—to guarantee you will be satisfied. We believe this is only fair—that the man who spends his money for a used car is entitled to the same attention and consideration that is given to the purchaser of a new car.

## SEVEN DAYS' TRIAL

Come down and pick out your car. We'll tell you everything we know about it. Then try it for seven days. If, at the end of that time, you are in any way dissatisfied, bring the car back and every cent of your money will be cheerfully refunded. That's all there is to it. There is no red tape.

In a week's time you will know whether the car is as represented—and that is what the trial is for—to determine if you are satisfied. Then, as a further assurance of satisfaction, we will give a

## 30-Day Mechanical Guarantee

We give, for a period of 30 days, the same guarantee as to the mechanical soundness of the used car that we give with new cars. Thus we assume all risk.

We believe the prospective purchaser of used cars will appreciate this new policy. We know we will derive a vast amount of satisfaction if we can say on December 31, 1917, "We know that everyone who has purchased a car, of any description, from the Murphy-O'Brien Co. is satisfied."

Come in and talk it over. Now is the logical time to purchase, as prices are low.

USED CAR DEPARTMENT.

## Murphy-O'Brien Auto Co.

1814-16-18 FARNAM STREET    TELEPHONE TYLER 123