

### BUSINESS SLUMP HARDLY POSSIBLE

President of Haynes Automobile Company Says Country is on Threshold of Prosperity.

"If there is one thing that the American people do not have to fear in connection with the present war, it is business depression," says Elwood Haynes, pioneer motor car builder and president of the Haynes Automobile company.

"Instead of facing an industrial cessation, the United States stands on the threshold of an era of prosperity, and just as soon as we have readjusted ourselves to present conditions, all the lines of business, which temporarily slowed down with the declaration of war and the passing of conscription measures, will swing into a healthy, vigorous pace.

"The fact that the government is borrowing is not to be taken as evidence that the money will go out of circulation in this country. In truth it means the existence of practically the opposite condition, since the greater part of the government monies will be immediately spent for supplies. This is in strong contrast to the European countries, who are pouring their hoards into the United States for the purchase of materials to effectively prosecute the war.

### Hoodoo Day Selected for A National Mileage Test

Friday, July 13, has been set by Franklin Motor company of Syracuse, N. Y., for another national gasoline mileage test. On this date Franklin dealers throughout the United States will, regardless of weather or road conditions, take a car out of stock and without adjustments of any nature make test runs for gasoline mileage.

Since 1909 air-cooled motors have been barred from economy contests in which water-cooled and air-cooled motors competed, so the Franklin company will stage their own contest.

One of the rules of the contest will be that the return route of the contestants must be over the same route as the outgoing run—this to avoid disputes regarding favorable conditions. Arrangements will be made for observers from the press and the Automobile club.

The Franklin has hung up some very unusual records for gasoline mileage, and, in view of the fact that the car this year is from 400 to 500 pounds lighter, H. Pelton, local distributor, looks for a sensational result.

### Omaha Firm Quoted as Having the Right Idea

The following is part of a letter which has been sent to all King dealers, and is a fair tribute to newspaper advertising, and also brings to light an interesting fact regarding one of Omaha's automobile distributors:

"To all King distributors and dealers: If the King company don't sell a lot of cars it is not the fault of the advertising or of the machines,

### Stately Grandfather Clock Won in Sweepstakes by H. F. Orr of Omaha



This stately grandfather clock was presented to H. F. Orr of the Orr Motor Sales company as the winner of first place in Division "B" of the Lincoln highway sweepstakes, the sales race staged by the Packard Motor Car company of Detroit.

The Orr Motor Sales not only won first place, but won it by a fair margin. At the finish the Omaha organization had sold 200 per cent of their car quota.

The local office received a card from Mr. Orr, who is cruising on Lake Michigan with his brother, winners in the Lincoln highway sweepstakes, in which he expresses his opinion of the clock. The card reads as follows:

"Some chime clock! I'll say it is. Fully seven feet high and is the finest thing I ever saw. We are off the boat at Mackinac Island for a few hours."

The winning salesman of the various winning organizations have been presented with chests of silverware as trophies of the race.

### Paige Establishes New Record on West Coast

The motor car record between Seattle, Wash., and Vancouver, B. C., long a bone of contention among automobile men in that section of the country, was substantially lowered by a Paige roadster in a recent attempt in which the Paige car came through in impressive style.

The Paige, a 1915 model that had already accumulated a mileage in excess of 32,000 in transcontinental traveling, was driven by George M. Price of Seattle and covered the distance of 167 miles in three hours and forty-two minutes running time, and four hours and thirty-six minutes elapsed time.

Persistent Advertising is the Road to Success.

### Gossip Along the Automobile Row

"One of the ways, often overlooked, in which society is benefited by motor truck transportation," says J. C. Haarmann of the Haarmann-Locke Motors company of this city, "is the increased value it gives to farm land located many miles from market. There are many pieces of land located twenty to fifty miles from prosperous cities which are admirably suited to produce and small fruit raising, but which are lying idle because of their inaccessibility to market by means of horse and wagon. A motor truck will put such farms within easy reaching distance of the market and thus increase many times the value of the land."

A Studebaker Six has been purchased by the Retail Grocers' and Butchers' association of Omaha to be given away at their annual picnic to be held July 19. According to Manager Kaufmann of Studebaker-Wilson, Incorporated, this is a tribute to the high merits of the Studebaker car and is just an added proof of the great popularity which the Studebaker enjoys. The giving away of a \$1,250 car is a new innovation.

The Stanley Motor Carriage company, Newton, Mass., has declared its regular preferred stock dividend at the rate of 7 per cent per annum, payable July 1, to stockholders of record of that date. Business is reported unusually good. Deliveries show an increase of 200 per cent over the same period a year ago.

"Another evidence of the whirlwind sales methods of the Omaha Savage Sales company will be noticed in this territory soon," asserts Mr. Wilson, manager of the Savage Tire

branch. "We are putting out 5,000 road signs during the next week."

"The Honorable Charles W. Pool, Secretary of the State of Nebraska, has approved of the Corning Noviol headlight glasses," asserts M. S. Livingston of the Master Sales company, incorporated.

"Mr. Pool not only approved of this glass but scientific tests have proven that a yellow head light eliminates all glare."

Raymond W Hayward of the McIntyre-Hayward Motor company leaves tonight for the Stearns-Knight factory at Cleveland, O.

W. T. Hause of the W. T. Hause Auto company leaves Tuesday for the Peerless factory at Cleveland, O. Mr. Hause will make the trip in a Peerless Eight.

### National Man Selected To Build Tanks for U. S.

William Guy Wall, an Indianapolis engineer, has been selected by the United States government War department to have charge of the design and production of armored cars and "tanks."

Mr. Wall is the vice president and chief engineer of the National Motor Car and Vehicle corporation, having served in that capacity for the last fifteen years, and is recognized, among engineers, as an authority on motor building.

Last week Wall was summoned to Washington and requested by the government officials to take over the important task of designing and building fighting motor cars. He immediately accepted and was at once commissioned a major by Secretary of War Baker.

Bee Wants-Ads Produce Results.

**Graceful in Design and Performance**

Beauty of line and beauty of performance, mark the 1917 Paterson as the best buy of the season for the discriminating motorist.

Its design and finish reflect taste and refinement in every detail—its superb construction insures easy, unlabored performance and sturdy reliability.

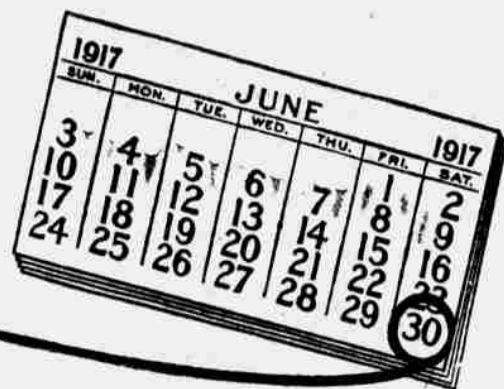
We will give you a private Paterson demonstration at any time you say. We will welcome your opinion as a critical motorist whether you purchase or not.

NEBRASKA PATTERSON AUTO CO.  
Omaha Distributors.  
2010 Farnam St. Phone Red 2422  
Dealers Wanted for Nebraska and Iowa.  
Manufactured by  
W. A. Paterson Company, Flint, Michigan

**Paterson 6-45**

**\$1165**

# CHANDLER SIX



## The Last Day at \$1395; After That \$1595

There is only a week left now in which to buy your Chandler at the present \$1395 price, a price which, in view of the character of this great car, has made the present Chandler series a sensation in all motor car markets. On and after July 1st the price becomes \$1595.

### Identically The Same Car

There will be no change of any nature in the Chandler at the advanced price. The present series will be continued identically. And at the higher price the Chandler will offer value far in excess of other cars which some may consider of similar character.

"See How the Chandler Checks With High-Priced Cars." Ask us for the pamphlet *Then let us show you how the Chandler performs.*

### Get YOUR Chandler Now

- FIVE ATTRACTIVE CHANDLER TYPES OF BODY
- Seven-Passenger Touring Car, \$1395
  - Seven-Passenger Convertible Sedan (Fisher built) \$2095
  - Four-Passenger Roadster, \$1395
  - Four-Passenger Convertible Coupe (Fisher built) \$1995
  - Limousine, \$2695
- All prices f. o. b. Cleveland

Omaha Chandler Co. 2520 Farnam St. OMAHA, NEB. Douglas 3857

Card Adams Motor Co. LINCOLN, NEBRASKA Distributors

CHANDLER MOTOR CAR COMPANY, Cleveland, Ohio

Look up Lee Tires in Phone Book

5,000 miles guaranteed

**LEE Tires**

Manufacturers of Rubber Goods since 1860

**How does he save repair bills?**

- Buying the right tire-equipment at the outset.
- What do you call right tire equipment?
- Lee Tires and Inner Tubes.
- Where does the economy come in when they cost more to start with?
- If four Lee shoes will do the work of five or more ordinary shoes—if Lee treads give you the feel against, and actually prevent skidding as no other tread will do, and if the Lee Inner Tubes fit better and last longer than any other make of inner tube, you'd say they were economical at my price. Get wise then—save repair bills—and send in your tire requirements to

**Lee Standard Tires**  
Give more tire comfort and mileage than ever before claimed for any standard make of tires.

**Lee Tubes**  
Always stand up to the thickness and ruggedness. They are extremely supple, tough, resilient and long wearing.

**POWELL SUPPLY COMPANY OMAHA**

2052 Farnam St. Phone Doug. 921