

# Automobiles

## ONCE A LUXURY, AUTOS ARE NOW BIG NECESSITY

President of Willys-Overland Company Says Motor Car Vital in Building Up Business.

"We give great credit to the influence of the railroads, the telephone, the telegraph, the wireless, electricity and other inventions of comparatively recent years, but there seems to be a class of people averse to giving the automobile its just deserts," said John N. Willys, president of the Willys-Overland company.

"Starting out as a luxury, a rich man's toy, the automobile has come to be an actual necessity, an essential part of our lives.

"An automobile cannot in justice be called a pleasure car any longer; it is a vital, economic factor in the existing order of things.

"Think of the businesses the motor car has built up. It has enlarged the delivery capacity of the corner grocery, the butcher shop and the bakery, not to mention that of the big department stores, so that today a store's activities are not confined to its immediate neighborhood.

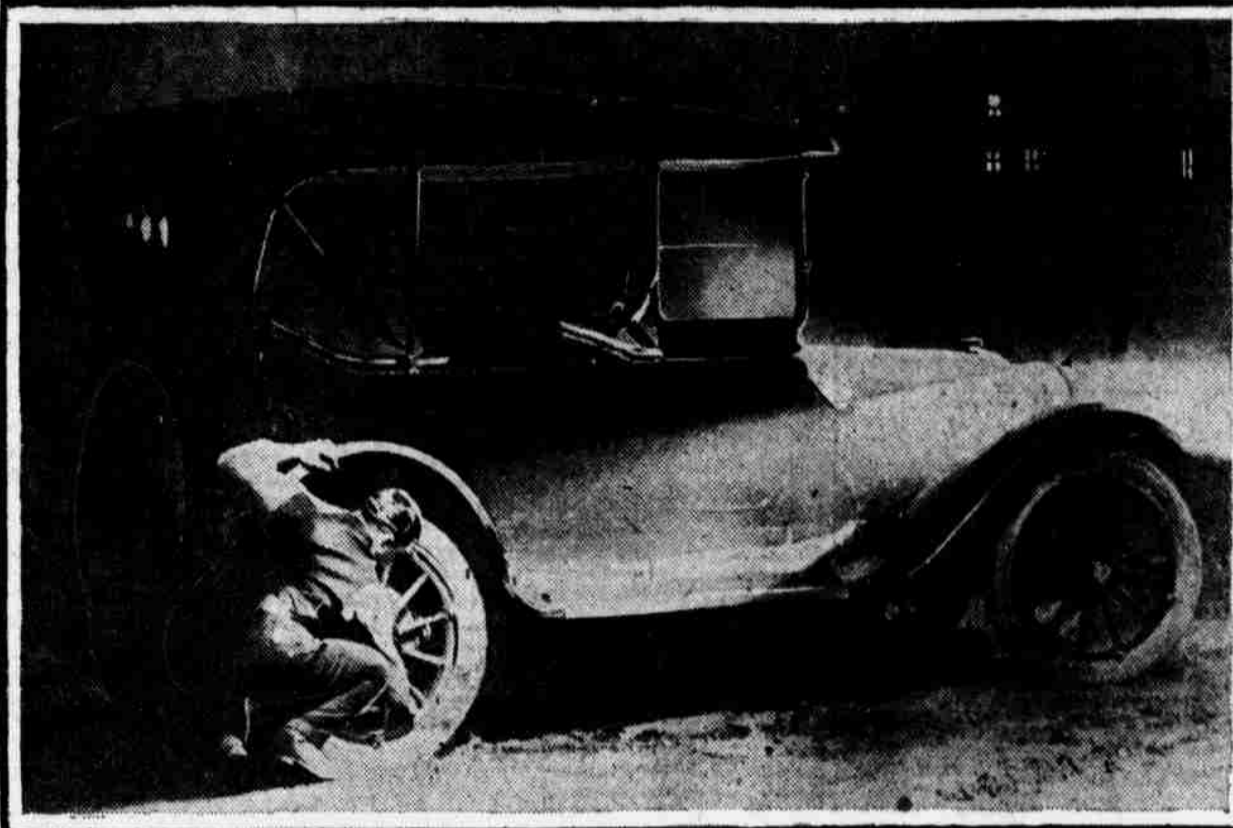
"The doctor now visits twice the number of patients and can go many times as speedily on emergency calls.

"Fire and police departments have rendered their equipment more efficient by motorizing them.

### Farmer Feels Influence.

"The farmer, too, has felt the influence of the automobile. A motor car brings his produce to town in fresher condition, enabling him to command a better price for a superior product. The part of the motor car in the grim business of war must also be considered, a business which we must now confront fairly and squarely. Had it not been for the automobiles that the French government commandeered to rush its troops against the invading Germans, the battle of the Marne might have had a different outcome. Paris might have been taken and the entire complexion of the world war might have been changed with the possibility of grav-

## Reversible Lights Make Night Touring Easy



The discomfort and inconvenience of interrupting a pleasant tour to make tire repairs or minor adjustments on the road at night is reduced to a minimum by the adjustable head lamps on Dodge Brothers motor car.

### est danger for our national existence.

"More motor equipment in our business and in our homes is also going to increase the efficiency of those remaining at home. Now is the time when we must arrange to do double duty. We will have to take care of our own work and the work of our neighbor who has gone to the front.

"Practically every sphere in life, practically every existing condition has been touched by the influence of this industry, until today the motor car has come to play as big a part in our existence as the railroad, electricity, the telephone, the telegraph and the other wonderful inventions of our time."

### Increased Use of Motor Cars Aid to Railroads

Railroads throughout the United States have been enabled to reduce their passenger service largely because of the increased use of automobiles for summer travel, for commuting and for business trips, according

to James Newton Gunn, president of the United States Tire company.

"In order to relieve freight congestion," said Mr. Gunn, "the railroads are throwing aside all competitive barriers and are reducing superfluous passenger service. Automobile owners are proving of great assistance to the nation by co-operating with the railroads in using motor cars for travel and transportation wherever possible.

"For some time the freight car congestion has been a great handicap to the industrial and economic life of this country. But now the railroads are bending every effort for the relief of that condition. With automobile owners contributing their share, the whole scheme of transportation should become a question of nationwide patriotic co-operation."

**Muggsy Misses One.**  
Maybe McGraw didn't let a good one get away when he shipped Roush to Cincinnati. The former giant is certainly burning up the league in hitting.

Persistent Advertising is the Road to Success.

## EXPERT AUTO MEN TAKE ON MAXWELL

C. C. May of Kearney and R. C. Peterson of Omaha Associated in New Concern to Handle Popular Car.

The announcement of the Midwest Motor and Supply company that it has taken on the Maxwell distributors' contract for this section, forms a link between two men well known in Nebraska motor circles and a car with an enviable reputation.

C. C. May of Kearney, Neb., who will assume the duties of president of the new concern has been connected with motor car activities in Nebraska for some time past, having been with the May-Lunger Motor Car company of Kearney and Grand Island, Neb. The new deal will bring Mr. May and his family to Omaha as permanent residents.

R. C. Peterson, vice president of the new concern, has been with the F. C. Huffman Motor company as general manager and has through his activities in the Omaha retail end of the business built up a reputation for putting over a good number of retail sales as well as managing most effectively the wholesale interests of the Huffman business.

Both May and Peterson are enthusiastic regarding the new connection and feel that they have "hooked up" with a car that will win much favor in this community. Arrangements are being made for a most comprehensive service system and it is anticipated that the new service plans

will meet with the heartiest approval of all motorists.

The new concern will occupy the location of the C. W. Francis Auto company at 2216-18 Farnam street, which location will be remodeled to suit the plans of the new organization.

### Doty Leaves for Factory To Obtain More Machines

L. E. Doty, of L. E. Doty, Inc., leaves tonight for the Velie factory at Moline, Ill., for the purpose of se-

curing, if possible, a greater allotment of cars for Omaha.

Mr. Doty is particularly enthusiastic regarding the new touring sedan model which has recently been put on the market by the Velie manufacturers and will make a special effort to secure a generous allotment of this particular model.

### Department Orders.

Washington, July 6.—(Special Telegram.)—Nebraska pensions granted: Mary Jane Burns, McCook, \$12; Mary E. Gleason, Norfolk, \$20; Mary A. Ashton, Lincoln, \$12.

Would like to hear from some firm anticipating going into the Automobile Tire business or some individual with good financial backing. Can secure agency from one of the oldest, largest and best advertised American Tire manufacturers. Address Omaha Bee, Box 5464.

# PAIGE

The Most Beautiful Car in America

## Next Week Paige Prices Advance

On next Sunday—July 15th—the list price of every car in the Paige line will be very substantially increased.

In order to maintain the well-known standards of Paige quality, such a step is unavoidable. The market quotations of all raw materials, accessories and labor have steadily advanced—some commodities to the extent of 300 per cent.

Owing to the scarcity of materials, our production between now and July 15th will necessarily be limited. We have apportioned this production to Paige dealers throughout the country, and they will accept orders until their individual allotments are exhausted.

Stratford "Six-51" 7-passenger	\$1495 f. o. b. Detroit
Fairfield "Six-46" 7-passenger	\$1375 f. o. b. Detroit
Linwood "Six-39" 5-passenger	\$1175 f. o. b. Detroit
Brooklands "Six-51" 4-passenger	\$1695 f. o. b. Detroit
Dartmoor "Six-35" 2 or 3-passenger	\$1175 f. o. b. Detroit
Limousine "Six-51" 7-passenger	\$2750 f. o. b. Detroit
Sedan "Six-51" 7-passenger	\$2300 f. o. b. Detroit
Sedan "Six-39" 5-passenger	\$1775 f. o. b. Detroit
Town Car "Six-51" 7-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.

# KING

## EIGHT CYLINDER

### The Car You May Be Looking For

IT is an automobile sufficiently reliable under severe official road tests to have its chassis adopted by the United States Government for armored cars, though it shares this honor with several other good makes of cars, some of higher price.

Its four bodies were designed for unusual grace of line and elegance of finish, and one of them may appeal to you as being more beautiful than any other car among the many attractive models now on the market.

The King is built by a long-established company with a reputation for good cars and fair dealing,

ranking high among a number of worthy competitors.

It is a car which may be conservatively described as economical, considering its high power and bigness, and one that "handles" easily,—its all-round road competence, especially on hills, has surprised and delighted many.

In all, we believe the King Eight does offer a quite remarkable combination of power, economy, reliability, comfort and style, which, considered with the price, makes it a purchase absolutely safe for anybody and one thoroughly consistent with our slogan "The Car of No Regrets."

**Noyes-Killy Motor Co.**  
Factory Distributors.  
2066-68 Farnam St. Omaha, Neb.

King Motor Car Company, Detroit, Mich.

7 Passenger; 4 Passenger; 3 Passenger—Open and Closed Types