

FRANKLIN TO MAKE ITS SUPREME TEST

Two Hundred Cars Will Take Part in Test of Power, Using Only Gallon of Gasoline.

On July 13 in 200 points throughout the United States, people will have a chance to observe how far Franklin cars will run on a single gallon of gasoline. This simultaneous demonstration of national scope is being put on by Franklin dealers just to show the extensive part being played by Franklin cars in the national movement toward thrift and efficiency, and to set a standard by which the ability of an automobile to conserve can be judged.

The great body of motorists is alive to the fact that there should be no reason why automobiles should not "do their bit" in conserving national resources, as well as the men and women of America. As an economic factor in this country's life, the automobile holds a position comparable to the railroads; in fact, statistics show that automobiles carry more people than the railroads. It is only natural, then, that the striving for efficiency should extend to such an important cog in every-day life.

Saving of Gasoline.
With gasoline an all-important war commodity, its conservation is one of the problems confronting government officials. It is generally acknowledged that to curtail automobile mileage in order to save gasoline would work hardships on the business and social machinery of the nation. Therefore, the avenue left open is the more efficient use of the available supply. The same can be said of tires, while the elements of depreciation and upkeep also represent, in general, a waste that, if stopped, would add greatly to national resources.

In the opinion of H. Pelton, Franklin dealer here, it is every automobile man's obligation to go on record as to this thrift movement, for only by such efforts can development be encouraged and the public served the best. "The automobile business has been established for twenty odd years," says Mr. Pelton, "but in all this time it would be hard to lay a hand on some universal standard of automobile efficiency. Yet gasoline economy is the one simple standard which tells the whole story. That is why we are going to show how far a Franklin car can run on a single gallon of gasoline. Gasoline economy implies efficiency and thrift all along the line, for it not only measures full consumption, but it shows to what degree the wear and tear of friction has been eliminated; also, whether a car is overweight, and consequently extravagant in tires and high in depreciation loss; in fact, gasoline economy is the gauge of the "producing qualities" of design, material and construction."

No Favorites Played.
The demonstration to be made by F. M. Light and approximately 200 other dealers, is not scheduled for a time when conditions are most favorable, but for a set day regardless of weather. The demonstration is not in

Biggest Battery On Earth in Omaha



The "biggest battery on earth," in the language of the circus impresario, is making its temporary headquarters in the window of the local Prest-O-Lite branch at 2416 West Farnam street.

It will be "at home" there all this week to prove to motorists there is such a thing as a beautiful battery.

In all its proportions and details of makeup the battery is an exact reproduction on a large scale of the standard Prest-O-Lite storage battery which is now in general use for automobile starting, lighting and ignition.

the nature of a contest, as no prizes or special honors are at stake. The whole purpose is to show simply the manner in which the Franklin car measures up to the present automobile requirements.

The rules require the use of a single certified gallon of commercial gasoline, carried in a separate tank connected directly to the carburetor, and that all cars in the test be stock models, Series 9 Franklin touring cars. The courses call for an out-and-back trip, so as to equalize any advantages from wind or grade. The strict conformance to the rules will be certified under oath by two official observers, who will accompany the car for the entire distance. With over 200 tests being performed in the same day, it is to be expected that average results will be obtained with respect to roads and weather.

Franklin dealers feel that in establishing some simple standard of efficiency, like gasoline economy, the motorcar industry can be promoted in a large way. The tests are most practical because the procedure is something which any motor car can follow in attaining a comparable result.

The reputation for efficiency which the Franklin has held throughout the fifteen years of its history, has been backed up by many world's records for gasoline mileage.

It is constructed of hard wood, heavily cased in white and hand-rubbed to a piano finish. The handles, terminals, cell connectors, etc., corresponding to the metal parts on the standard battery are gold plated with 14-karat leaf gold. The Prest-O-Lite name plate is hand carved from mahogany, heavily gold plated, with the lettering beautifully burnished.

It is the same battery which was exhibited at the New York and Chicago national automobile shows, where it drew the lion's share of the crowds and caused such widespread comment.

the Haarmann-Loeke Motors company, 2429 Farnam street, Omaha, "European merchants were first to recognize the splendid value of the motor truck for playing up a slogan or trade mark as an advertising medium or for performing the simpler advertising duty of attracting attention. Many striking motor truck bodies have resulted. A baker will have a body on his motor truck that resembles a loaf of bread or a huge layer cake; the body on a motor truck belonging to a dairy will resemble a huge bottle of milk lying on its side and a meat packer will have his motor truck equipped with a body that resembles a ham or a cow in a kneeling position."

Allen Classic Upon Cross-Country Tour Passes Others

J. E. Stemen of Bakersfield, Cal., stopped at the Standard Motor Car company's show room for a day last week on his way to the Atlantic coast. Mr. Stemen is driving an Allen Classic 37 and is carrying complete camping outfit with his car.

He asserts that he came through the mountains and deserts without a bit of trouble. He also states that a number of cars started at the same time and at Salt Lake City there were five different tourists besides Mr. Stemen. All of them were left behind on account of trouble to their cars. "The Allen plowed right through everything," said Mr. Stemen, "and left all the rest of them along the road somewhere."

Bee Want Ads produce results.

AUTOS INCREASE OVER 43 PER CENT

More Than Three and a Half Million Motor Cars in the U. S., with Quarter Million Motorcycles.

Washington, July 9.—In 1916 there were 1,067,332 more motor cars registered in the United States than in 1915. This was an increase of 43 per cent. The gross total of registered cars, including commercial cars, was 3,512,996; the number of motorcycles registered was 250,820. The several states collected in registration and license fees, including those of chauffeurs and operators, a total gross revenue of \$25,865,369.75. Of this amount 92 per cent, or \$23,910,811, was applied directly to construction, improvement or maintenance of the public roads in forty-three states, according to figures compiled by the office of public roads of the United States Department of Agriculture, in Circular 73, "Automobile Registrations, Licenses and Revenues in the United States, 1916."

Average Stands Up.

The figures for 1916 correspond very closely with the annual percentage increase of motor-car registration of the last three years. This yearly increase has averaged 40 per cent in the number of cars and 50 per cent in revenues.

When viewed over a period of years, the increase in motor-car registration and gross revenue has been remarkable. In 1906 the total state registrations were approximately 48,000 cars, on account of which the several states collected in fees and licenses a total gross revenue of about \$190,000. Only a small part of this was applied to road work. In 1916 the \$25,865,369.75 collected formed nearly 9 per cent of the total rural road and bridge revenues of the states.

Recent years have shown an increasing tendency to put the spending of the motor-car revenues in the hands of the state highway departments. Of the total amount applied to road work in 1916, 70 per cent, or \$16,411,520, was expended more or less directly under the control or supervision of state highway departments. Only thirteen states did not exercise any direct control over the expending of the net automobile revenues.

Persistent Advertising is the Road to Success.

Auto Row

J. H. De Jong of the Apperson Motor company left Saturday night for the Apperson factory at Kokomo, Ind. Mr. De Jong has for some time past been oversold to a considerable extent and the trip to the factory is being made for the purpose of securing a greater number of cars for this territory.

The Prince Auto company, distributors of Marion Handley cars, has just received one of the late four-passenger roadster models and from all appearances the promises of the manufacturers have been fulfilled to the furthest extent. The car will take its place among the most cleverly designed models on the row.

The new series Paterson models have begun to arrive in Omaha. They are, according to J. P. Lynch of the Nebraska Paterson Auto company, arriving several months ahead of schedule, owing to the fact that the entire production of the 1917 models has been sold and the manufacturers were forced to come out with the new model ahead of time in order to satisfy the demands of dealers and customers.

Mort Zucker, manager of the Omaha and Des Moines branches, and William H. Fry, manager of the Kansas City branch of the Stewart-Warner Speedometer corporation, spent the latter part of last week in Omaha.

Carl Changstrom of the Standard Motor Car company left Saturday night for Fostoria and Springfield, O., to visit the Allen and Wescott factories.



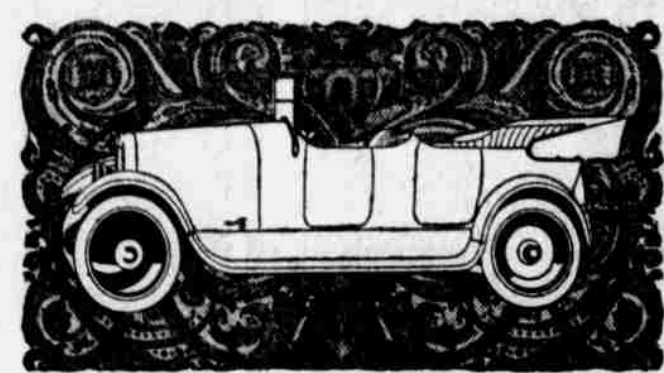
QUALITY, SERVICE AND SINCERE APPRECIATION For Every Dollar Spent With Us. The L. V. Nicholas Oil Company
L. V. Nicholas
GRAIN EXCHANGE BLDG. President

Union Pacific Strikers' Jobs Filled by New Men

The strike of laborers on the west end of the Union Pacific in Wyoming was short lived. Friday 150 track men

and laborers quit, demanding double pay for overtime. They were given their checks and this morning their places were filled by men picked up along the road and shipped to the points where the strikers had been.

MARMON 34



The MANY-YEAR CAR

The newest cars are showing strongly the influence of Marmon scientific construction and long, low design.

The Marmon 34—now well in its second year—is unequaled by cars of this class for tire and gasoline economy, light weight, balance, ease in starting and stopping, rapid acceleration and luxurious comfort at all speeds.

Except for a few mechanical refinements, this year's Marmon 34 is last year's Marmon 34.

By the simple process of changing the color the Marmon owners of 1916 become possessors of cars as beautiful and efficient as the buyers of 1917.

It is worth much to own

a car that does not put you to the necessity of buying another model each year to keep in vogue.

That should not be necessary. With a Marmon it is not.

We will welcome your request to ride or drive in this car over any stretch of road you select.

H. Pelton Phone Douglas 1712
2205 FARNAM ST.

GRANT SIX WINS!



Supreme In Endurance Among Light Sixes

WITHOUT a single repair, replacement or adjustment, carrying 800 pounds of baggage and four men, a stock GRANT SIX has just won the greatest endurance feat ever under-taken by a light six.

Never before has the sturdiness of a motor car been put to such a test—yet after sixty days of terrific struggle with the worst snowstorms in twenty-five years the GRANT SIX conquered.

When the GRANT SIX started from Sacramento to go over the summit of the Sierra Nevada mountains people said the task was hopeless—today the victory is the talk of the coast. Let us give you further details about this amazing trip.

The qualities which made possible this remarkable achievement, the

strength, the sturdiness, the power of the car are in every GRANT SIX that is sold.

Sturdiest among light sixes, the Grant is also the most economical. Owners average 20 miles to a gallon of gasoline and 900 miles to a gallon of oil.

Speedy, powerful, good looking, and above all, comfortable, the GRANT SIX at \$875 is the sensible car for the average man.

Though you may pay hundreds of dollars more for a motor car you will get little more than GRANT SIX gives you.

There will be a buyer for every GRANT SIX that can possibly be produced this year. Get yours now—before its too late

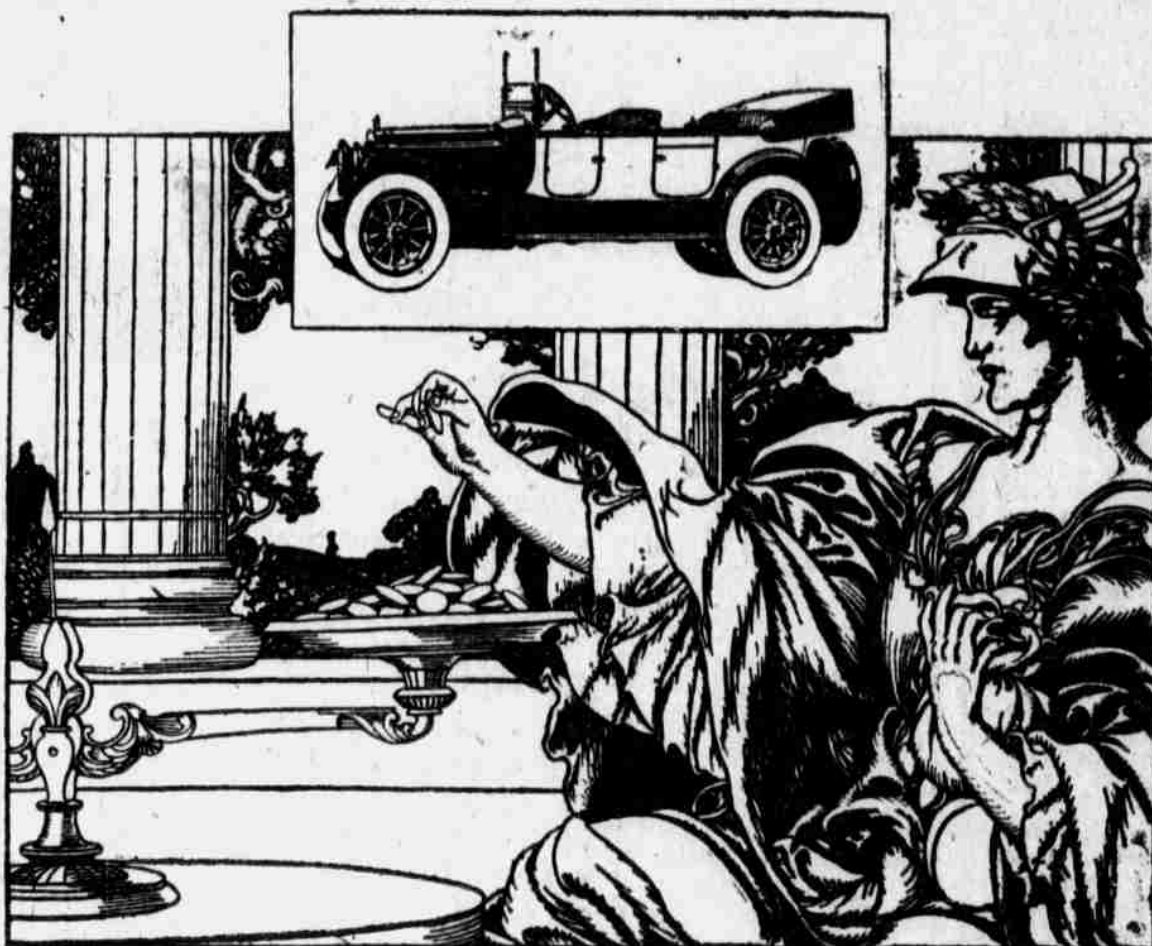
APPERSON MOTOR CO.

J. H. De Jong, Mgr.

2060-62 Farnam St.

Omaha, Neb.

GRANT MOTOR CAR CORPORATION CLEVELAND



Weigh values—now! Judicious buying looks beyond the price

Because a thing is low in price is no reason why it is economical.

It's not the price, but the worth of a thing, that should first be determined in every purchase.

What will it do? How well will it serve? Will it fulfill the purpose for which it is intended—and that at the lowest practical cost?

If it will not do well what it is designed to do, it is extravagantly

dear, no matter how little it costs.

Packard cars are bought by people—successful people—who are in the habit of weighing values. It is not what they pay, but what they get for what they pay, that stamps their selection as wise.

And just now, when values need to be weighed with extraordinary care, Packard cars are greater values than ever before.

Ask the man who owns one

See the Orr Motor Sales Company
40th and Farnam Sts., Omaha. Also Lincoln and Sioux City.

Packard
TWIN-6