

SAXON DEALERS TO HOLD "TEST" RUN

One Thousand Cars in as Many Cities Entered in Three Hundred-Mile Economy Run to Be Held in July.

To furnish complete statistics on the cost of operation of Saxon Six, approximately 1,000 Saxon dealers in as many states and towns of the country will conduct a 300-mile economy run during July, according to W. L. Killy of the Noyes-Killy Motor company.

Last year 206 Saxon dealers participated in a 300-mile nonstop run, which demonstrated beyond any doubt the remarkable economy in fuel consumption of the Saxon Six. But that test did not furnish data on tire wear, depreciation, oil consumption and general upkeep. It is to determine these points accurately that the proposed run is being mapped out.

Not a Luxury. Although the motor car now is universally recognized as a transportation unit, not a luxury, the Saxon Motor Car company desires to find out whether the automobile is as economical to the average man as other carriers, such as street and railway cars. The proposed run, it is believed, will reveal figures that will give a fair estimate of actual running costs in everyday service.

The run will be nonstop. It will be conducted to represent as accurately as can be the work that the average motor car is called upon to do. Every dealer entered in the contest will be required to keep accurate records of fuel and oil consumption and skilled mechanics will inspect each car before and after the run to get an estimate of the depreciation. From these figures an average will be taken, which it can be assumed will represent the complete cost of operation of a Saxon Six.

In the nonstop run of last year the average gasoline consumption was 23.5 miles to the gallon.

Realtors Believe Business Should Own Its Home

Realtors are of the opinion that the time has come when many of the large corporations in Omaha and in this vicinity should erect houses of their own. In Omaha the leading firms which have their own homes are the Union Pacific and the Woodmen of the World and the banks.

The Guarantee Life association has set an example to the insurance corporations by buying a site for a home at Twenty-sixth and Farnam streets. There are large fuel and material companies, and, in fact, several real estate corporations that might well be taking the first steps toward permanent homes.

Real estate men say Omaha ought to be the home for a number of companies that are developing the mineral resources of Wyoming and northern Colorado. In fact, Omaha ought to be exploiting the mineral wealth of all that region from the Black Hills to the Moffat road.

Reports are coming in from some cities that high prices of building materials are justifying real estate men in remodeling the old houses and some of them are having considerable success. This carries out the suggestion made by Omaha realtors a week or two ago that the old house was coming into its own.

Realty Men Grasp New Ideals, Improving Methods

The Real Estate News of Chicago in a recent issue on organization says: "The organization of real estate exchanges throughout the United States has probably done more to standardize the real property business and elevate it in the eyes of the public than any other single thing. Through their ability to come together realty men have grasped at new ideals and steadily improved their methods."

Through local real estate exchanges, state and national organizations, realty men afford a service today that is equal to no other country in the world, and it is responsible, to quite a degree, for the steady business conditions which prevail throughout the United States and which tend for its upbuilding and enrichment.

"The work of a realty man today is a more or less exact science. Through his organization he has standardized practices and is familiar with conditions not only in his own city and locality, but throughout the country. He safeguards the interests of the business in every possible way and aims to give a service that is worthy of the remuneration he seeks."

Buy Real Estate and Make Safe Investment, Is Slogan

An eastern publication has this to say of the effect of the war on real estate:

"The United States is on the eve of its tremendous real estate activity. This may mean, to some extent, advancing prices and the time to buy real estate is on a rising market. There are few instances where real estate has declined in value to a great extent and values seldom, if ever, have gone back to their original level."

"Real estate is stable and cannot be buffeted around from person to person without adequate security, and because of that fact it is the basis of bank, insurance and institutional investments."

"Land is the basis of all wealth and nothing can deflect from its value. There is so much land available and every time a piece is sold it passes out of the market and the supply is limited to that extent."

"Buy real estate if you would secure a safe investment."

Omaha Real Estate Men Sign Up With Uncle Sam

Real estate men of Omaha are represented in the fighting forces of Uncle Sam. Among those in officers' training camps or in the several branches of the service are:

Allen Tukey, youngest son of A. P. Tukey; Newman Benson, youngest son of E. A. Benson; Robert Mc. Cague, youngest son of John L. Mc. Cague; A. A. Gilbert, formerly in charge of the rental department of A. P. Tukey & Son, and Ed Schuett, formerly with the W. Farnam Smith company.

Persistent Advertising is the Road to Success.

EXPLORATIONS IN HAWAIIAN ISLANDS

Prof. Hitchcock and Son Travel in Islands Collecting and Studying the Native Flora.

Washington, July 7.—During last summer Prof. A. S. Hitchcock, custodian of the section of grasses of the division of plants, United States National museum, assisted by his son, A. E. Hitchcock, traveled in the Hawaiian Islands, studying and collecting the flora, especially the grasses and making what might be termed a forage survey.

The islands visited were Kauai, Oahu, Lanai, Molokai, Maui and Hawaii, these comprising all the islands of the main group except two small ones, Kahoolawe and Nihoa. These islands are all of volcanic origin and composed of lava, except a very small part which is of coral formation. Kauai, geologically the oldest island, shows the greatest effect of erosion, its deep canyons rivaling the beauty of the Grand Canyon of Colorado. The rainfall on the mountains of the windward side is excessive, that of Waialeale, the highest peak of Kauai, being as much as 600 inches per annum. On the contrary, the lee side of the islands is arid, the rainfall being often reduced to less than fifteen inches per annum.

To the south the islands are successively younger, Hawaii, the largest, being even now in a state of volcanic activity. On this island are situated the two highest peaks of the group, Mauna Kea, 13,825 feet, and Mauna Loa, 13,675 feet in height. There is scarcely any vegetation upon these peaks, above 10,000 feet, especially upon Mauna Loa, which is made up of comparatively recent lava. Much snow covers the peaks in winter, extensive banks persisting throughout the year. The magnitude of the mountain mass is greater than at first appears, because the cones arise from the very floor of the ocean, 18,000 feet below the surface, thus making the total height over 30,000 feet. So gradual is the slope from the sea to the summit that the eye is deceived and the great height is not at first fully appreciated. The active volcano Kilauea (4,000 feet) with its pit of boiling lava, is on Hawaii, while Haleakala, said to be the largest crater in the world, is on Maui, the second largest island of the group.

Primitive Customs.

Important agricultural industries of the island include sugar, live stock and pineapples. The native Hawaiian population is decreasing, and it is only in the accessible parts of the islands that the primitive customs still prevail. Here may be found the native grass huts made of a wooden framework filled in with a thatch of grass. The grass used for this purpose is usually pili, an indigenous grass abundant upon the rocky soil of the lowlands.

The cultivated trees and shrubs are of great variety and beauty and are drawn from all tropical and subtropical land. The introduced flora is very pronounced in the region of the towns, ranches and plantations, and one must go several miles from Honolulu to find indigenous or native plants. Of sixty species of grasses found on Oahu about fifty were introduced from foreign countries. One of the introduced trees of great economic importance is the algaroba tree, or kiawe, as the Hawaiians call it. It is found in a belt on the lowlands along the shores of all the islands and occupies the soil almost to the exclusion of other plants. The pods are very nutritious and are eagerly eaten by all kinds of stock. Its flowers furnish an excellent quality of honey. The Molokai ranch alone produces 150 to 200 tons of strained honey per year. The prickly pear cactus (a species going under the name of Opuntia tuna) has become extensively naturalized in the dryer portions of all the islands. Ranchmen utilize this for feed when other kinds become scarce, the cattle eating the succulent joints in spite of the thorns. Two introduced shrubs now occupying extensive areas have become great pests. These are guava, whose fruit furnishes the delicious guava jelly, and lantana, with clusters of handsome parti-colored flowers. In the moister portions of the islands large areas have been occupied by Hilo grass which has little value as a forage plant. The kukui or candle tree with its light almost silvery green foliage is now common and a rather striking element in the valleys and gorges.

Flora Interests.

The indigenous flora is highly interesting, though not abundant in species. Two of the commonest trees are the ohia and the koa. The former, also called ohia lehua and lehua, resembles in the appearance of the trunk our white oak, but bears wonderful clusters of scarlet flowers with long protruding stamens. The koa produces a valuable wood, much used in cabinet making, now becoming well known through its use for making ukuleles. Characteristic of the upper forest belt on the high mountains of Hawaii is the mamani, a leguminous tree with long drooping clusters of yellow flowers and long four-winged pods constructed between the seeds. In the arid regions is found the wiliwili, a deciduous tree with gnarly growth. Its bare branches are conspicuous, as deciduous trees are unusual in the tropics. It has a very soft light wood, and bright scarlet seeds. Among the peculiar plants of the islands is the silversword, a strikingly beautiful composite with glistening silvery leaves, which grows only on the slopes of cinder cones in the crater of Haleakala and is a few very limited localities on Hawaii. The family Lobeliaeae is represented by about 100 species belonging to six genera. The numerous arborescent or tree-like species are very peculiar and characteristic. Many of them form slender trunks like small palms, crowned with a large cluster of long narrow leaves. The trunks of the some species are as much as thirty or forty feet high and the large bright-colored flowers are sometimes remarkably beautiful.

The indigenous grasses of the Hawaiian Islands are not numerous. A tall species of Eragrostis is the dominant grass upon the plain between Mauna Loa and Mauna Kea. Upon many of the summits of the high mountain ridges in the regions of heavy rainfall are found open bogs which support a peculiar and interesting flora. Many species form more or less hemispherical tussocks which rise above the general level of the bog.

KINGDON GOULD AND HIS BRIDE—Kingdon Gould, son of George J. Gould, and his bride, the former Miss Anzuziata Camilla Maria Lucci, art student. The marriage took place at St. Patrick's Cathedral, New York.



Mrs. & Mrs. KINGDON GOULD.

FUTURE LOOKS GOOD IN BUILDING LINE

American Contractor Reviews Whole Situation With a Very Hopeful Conclusion.

The American Contractor in its issue of July 7, in describing the "Building Outlook," says:

"There are two factors which practically control the building situation and prospects. First, the degree of activity in general manufacturing and trading. Second, those influences which tend especially to stimulate construction. In forming his outlook, therefore, the reader should first inquire regarding the volume of business as a whole. On this point, certainly, all indications are most favorable. Except in the actual regions of combat, war invariably results in an enormous amount of business. The present war has an unusually strong tendency in this direction, because it is essentially an industrial war, to a degree never before equaled in history."

"Not one business man in ten here in the United States has yet realized the prodigious demands which will be made upon our facilities of production and distribution. The only limiting factors are workmen and materials."

New Capitalization Is Vast.

"Some idea of the rush of industry in coming months is given by the fact that within the space of thirty days over half a billion of dollars of capital was involved in the chartering of new concerns in the United States. This surpasses even the record-breaking boom of 1916. It is simply inconceivable that this immense production

now in view will not be accompanied by a proportionate degree of activity in the building trades.

"This second point to consider is whether there are specific causes operating to give a particular impetus to building lines as distinguished from industrial and commercial activity in general."

In Regard to Residences.

"In regard to residential building, there will very likely be considerable hesitation in high-grade propositions, at least while the fashion for economy is at its height. It must be remembered, however, that within the ensuing months many people will make more money than ever before in their lives and will be elevated into the class of property owners. Besides these newly wealthy patrons of building, there will be thousands of workmen raised to the position of home-owners by the steadily advancing pay roll to labor."

Finally, there must necessarily be new plants and construction to handle the requirements of the half billion dollars of new industrial capital which is monthly added to the already stupendous total of business investment."

Municipal and Institutional Projects.

"In the case of municipal, institutional or endowed projects, the outlook is far from clear at the present time. Many observers feel that this class of buildings will be permanently stagnant until the ending of war brings prices more attractive to our city fathers, trustees and boards of directors. Other observers, however, anticipate that no class of buildings can fail to feel the influence of expansion which is in the air. They point out, for example, that never before has the country been more in need of good commercial highways, for relieving by motor truck transportation, the railroad systems which for the last twelve months have been literally swamped with traffic demands."

"On the whole, the prospective situation in the building industry can be summarized as distinctly optimistic. Even though we disregard as problematical the impetus which may come from the requirement for government cantonments and camps, there still remain enough purely commercial factors to warrant sound confidence in the future of building during the period of the war."

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Dr. Okada Finds Nation Quite Friendly to Japan

(Correspondence of The Associated Press.)

Tokio, July 4.—That the anti-Japanese sentiment in the United States is not so strong as is believed in Japan is the opinion of Dr. Waichiro Okada, professor of medicine at the Imperial university, who recently returned from a trip to America. The professor said that the Japanese were welcomed in the United States, generally speaking.

It was true that among the labor element in the west the situation was different, but he found that the majority of the American people do not subscribe to the anti-Japanese agitation in western states. He added that some of the American physicians were even suggesting medical co-operation between Americans and Japanese because Americans were recognizing that the Japanese possessed certain excellent qualities in medical science.

American Gold Coins Being Reminted in Mexico

(Correspondence of The Associated Press.)

Mexico City, July 4.—American gold coins are being reminted in Mexico at a profit to the Mexican government. Many taxes, federal and state, are paid in American gold which by decree is accepted as the equivalent of \$1.90 Mexican money. The gold in each \$10 American piece however, is sufficient to make two "hidalgoes" or Mexican ten dollar pieces.

Announcing the New

Maxwell

Distributors

IT affords us a considerable amount of pleasure to announce our good fortune in securing the distributor's contract for MAXWELL automobiles in Omaha and the territory tributary thereto. A sense of extreme satisfaction followed the signing of this contract, because we have been convinced, through actual observation on our part, and through information gained from hundreds of Maxwell owners in this section, that the MAXWELL is a popular favorite among the class of motorists who seek economy, both as to the original cost and the after cost. We can say without hesitation that no car in the class with the MAXWELL offers a better dollar for dollar value. We might also add that the MAXWELL is a definite value, a known quantity—when you buy a MAXWELL you buy a tried and proven success, a car which has built and consistently maintained a reputation across a period of ten years.

A large portion of Nebraska, western Iowa and southern South Dakota will be under our control, and we will make a most earnest endeavor to take care of the wants and needs of all MAXWELL owners and prospective owners in that territory. It is our intention to so shape our policies that they will fit in and coincide in each detail with the nationally known MAXWELL SERVICE POLICIES. We will maintain a rigid respect for our customers' rights to the end that each and every person dealing with us, or our agents, will have naught but good to say regarding the treatment received at our hands.

In conclusion we wish to extend a most cordial invitation to motorists and prospective buyers to visit our show rooms. We will be more than pleased to have an opportunity to show you the MAXWELL in every detail and will welcome an opportunity to take you for a ride. All we want is an opportunity to show you why the MAXWELL is such an efficient, economical car. A demonstration will permit us to take you step by step through MAXWELL construction, showing you how each minute detail of its construction is worked out in perfect harmony with the most advanced engineering ideas.

PRICES

Touring Car	\$ 665.00
Roadster	650.00
Touring Car with Winter Top	775.00
Roadster with Winter Top	750.00
Town Car	1085.00
Sedan	1085.00
Chassis with Cowl	575.00
Chassis with Commercial Delivery Body	650.00



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