

## MOTOR CAR AIDS IN SOLUTION OF FOOD PROBLEM

Economic Value of Automobile  
On the Farm Pointed Out  
by President of the  
Paige Company.

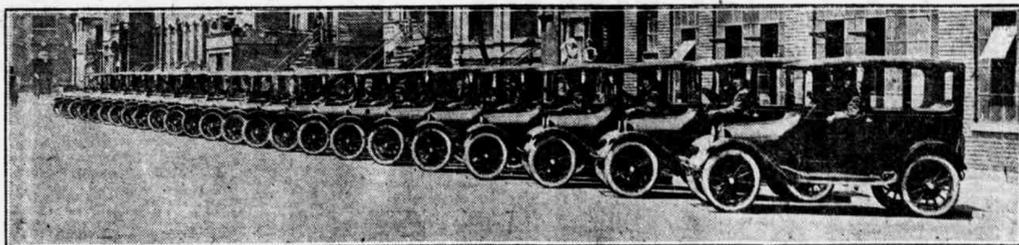
The farm market for passenger cars, always a great factor in the motor car industry, assumes a greater importance than ever this season.

"The promise of abundant harvests, with possibly a world's record for oats, and the prevailing war conditions make the potentialities of the farm market greater than they have ever been in the history of our industry," says Harry M. Jewett, president of the Paige-Detroit Motor Car company. "Already 40 per cent of all the motor cars in America are owned by farmers, this large proportion being due to the great utilitarian value of a passenger car. The farmer finds a thousand and one uses for an automobile. Give him financial ease and he will buy liberally.

**Attention to the Farmer.**  
"The manufacturers of passenger cars are fully alive to the situation and, while they will in no way curtail their distribution to cities or neglect attention to the farmer. There will undoubtedly be great activity in the fall in this direction.

"While the maker of passenger cars, like any other manufacturer, wants to increase his sales and broaden his market, he feels that in supplying the farmer with a good serviceable car he is doing a distinct service to the

## Standard Car Also Makes Good Taxicab



Although no special body has been built and no centralized effort made to create a market, Dodge Brothers are supplying a surprisingly large number of their chassis to taxicab

companies in all parts of the country. One of the most recent large orders was one for thirty cars by the Parmelee Transfer company, Chicago. Among the other large firms who are

using Dodge Brothers cars as taxicabs are the Pittsburgh Taxicab company, Pittsburgh, and the Dallas Transfer company, Dallas, Tex. The former has more than fifty in operation. It is found that Dodge Brothers engine and chassis, because of the low fuel consumption and unusual sturdiness of construction, adapt themselves admirably to rough taxicab usage.

**Motorists Now Are Said To Incline to the Roadster**

"There is probably not another automobile in the country today which is as adaptable to the use of physicians and salesmen of commercial houses, public utilities and manufacturers as the roadster," says L. J. Ollier, vice president and director of sales of the Studebaker corporation.

"The roadster is the ideal car for the doctor who must answer calls at any hour of the day or night. It is always ready for service and, on an errand of mercy where speed and performance count for so much, the doctor's car must be dependable. Every part of the Studebaker road-

ster is so easy to get at, that we have found the average owner thoroughly competent to take care of it.

"The roadster gives the salesman his great opportunity to beat his own sales records. It enables him to close more sales because he can cover a wider territory and see more customers. His car is so accessible that he can take care of it himself and under the rear deck of the Studebaker he has plenty of room for his sample cases, personal baggage, etc. Bad streets, steep hills or bad weather are no obstacle to his car, and he does not have to depend upon street cars, railroad trains or taxi-cabs to keep his appointments."

**Faculty for the Night School at the Y. M. C. A.**

The faculty of the Omaha Young Men's Christian association night school will consist of the following men: Edwin Puls, director of oratory, Bellevue college, public speaking; Charles L. McDonald, attorney, commercial law; C. K. Camblin, architect, mechanical drawing and architectural drawing; V. V. Dunn, pen artist, business arithmetic, three R's, penmanship; Dr. Irving S. Cutter, state medical university, St. first aid; J. E. Rogers, office manager, C. C. George & Co., bookkeeping; Arthur L. Palmer, attorney, spelling, business English, business correspondence; Oscar Autritt, teacher of lan-

guages, Spanish; L. A. Detring, instructor, Commercial High school, shorthand and typewriting; Charles L. Sykes, special agent, Mutual Benefit Life Insurance company, salesmanship; E. L. Cooper, student, E. C. A.; William J. Stone, designer, showcard writing; Lee G. Kratz, vocal instructor, vocal culture and sight reading; Charles M. Nye, architect, plan reading and estimating.

The business men of Omaha are co-operating exceptionally well and this will be a great advantage in promoting the work this year.

**Scripps-Booth Ascends Lookout Mountain on High**

Ascending picturesque Lookout mountain in a little more than eleven minutes is not a record, but it is a splendid feat for a passenger automobile. Machines that have made the trip in a few minutes than this were racers stripped especially for the trip. A Scripps-Booth three-passenger, four-cylinder car made the trip and it was driven by H. Click, sales representative for the Scripps-Booth corporation of Detroit.

"The little Scripps-Booth went all the way up Lookout in high gear," says Mr. Click. "Some inclines up, the winding road are rather steep, says he, but every time one of these places was reached the engine settled down to faithful, steady strokes and sent the car zipping over the crest of each."

**Dort Distributor Predicts Roadless Carriage in Future**

"The possibility of aircraft supplanting motor cars is interesting, if remote," says Joe C. Gerspacher of the Toozee-Gerspacher Motor company, Dort distributor.

"How remote it is nobody ought to profess to know who looks back upon the marvelous evolution of the automobile from a rich man's plaything to the greatest utility of modern times.

"Who knows when the good fairy or so that it can be put to work in the field while errands are being done by the car or light produce taken to the market. Motorizing the farm is the biggest step that can be taken in the direction of efficient and economic

food production. The passenger car is the farmer's most valuable helper and hence it is going to play a larger part than ever in our efforts to make this country strong for the great tasks before it."

**Five Acres to Support Horse.**

Five acres of tillable land are required to support a horse; three acres to support a mule. If each automobile takes the place of only one span of horses, the 3,700,000 cars in use release 37,000,000 acres of land for production of food stuffs for more than 12,000,000 men—the total force employed in the war by all the allies.

"The passenger car on the farm does release the horse either entirely or so that it can be put to work in the field while errands are being done by the car or light produce taken to the market. Motorizing the farm is the biggest step that can be taken in the direction of efficient and economic

# WAR CONDITIONS and the Franklin Car

A PROMINENT man has said that the things that will not stand the test of war conditions are not worthy to survive after the war. It is true that war needs, and the state of mind induced by the war, throw a new light on much that Americans have spent their money for.

Among these things is the short-lived car.

Cars have been built and sold on features, novelties, talking points, engine stunts.

One year the whole country talks about a car and next year its users condemn it as a "one year car."

Do not put all the blame on the manufacturer; perhaps his idea of business is to supply the people what they want. It is a much slower process giving them what they ought to have.

There has always been a public for the long-service car. Practical, hard-headed men who, even if they buy a new model every year, are shrewd enough to see the relation between long life and used car value.

**Economy Demanded in Motor Car Operation**

The second-hand value is especially high where there is the combination of strength, lightness and flexibility, because these things mean economy of operation and long life.

This is emphasized because there is a section of the public that has always associated strength and endurance with dead-weight and rigidity—the very things that pile up operating cost and wear out a car.

It is a fact that war conditions and the National Thrift are making a bigger market for the Franklin as the fine car of the strong, light, flexible type.

The big public is waking up to the truth about gasoline waste, tire mileage, friction loss and depreciation.

People keep right on buying cars—but they are thinking more about constructive service and use.

The automobile is a tremendous factor in American life and achievement, in national health and efficiency, in conservation of human energy, in the ready contact between men and their affairs.

Automobile owners want to use their cars more freely. They are impatient of weight, rigidity, excessive upkeep—all the old and arbitrary restrictions.

What do you, as an American citizen and automobile owner, think about this matter? Do you favor a restriction of use, or a restriction of waste?

**Official Economy Tests Won by the Franklin**

The Franklin has won every prominent official economy test ever conducted, and continued to win so long as the official tests were run.

**Two Gallon Efficiency Test, May 15, 1906,** under the official supervision of the Automobile Club of America—won by the Franklin with a record of 87 miles. The Franklin average was 75 per cent above the average record of all competing cars.

**Long Island Economy Contest, February 25, 1908,** under the official supervision of the Long Island Automobile Club—the Franklin won over all contestants by doing 242 miles at an operating cost of only 11.5 cents per mile. The cost of all other cars averaged 6 cents per mile—five times the Franklin operating cost.

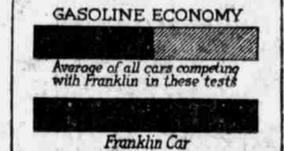
**One Gallon Efficiency Test, May 8, 1909,** under the official supervision of the New York Automobile Trade Association, with twenty-one cars entered in competition—the Franklin Car won 36.6 miles on one gallon of gasoline and scored 105,408 weight-miles. The Franklin Car not only won the prize for the best score in its price class, but also the Willys' trophy for the best score irrespective of price class.

**Buffalo One Gallon Economy Contest, July 11, 1909,** under the official supervision of the Automobile Club of Buffalo—The Franklin set a world's record for gasoline economy of 46.1 miles on one gallon; 79 per cent more than the average of the other eighteen competing cars. The Franklin scored 135,902

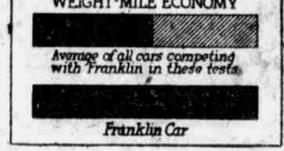
weight-miles as against the best competing score of 86,612 weight-miles, and the average competing score of 64,495 weight-miles.

**Fuel Economy Tests, of Franklin Cars, June 20, 1913,** under the official supervision of the Automobile Club of America—a Franklin Roadster made a new world's mileage of 83.5 miles on one gallon of gasoline.

**GASOLINE ECONOMY**



**WEIGHT-MILE ECONOMY**



It is remarkable how these official economy tests are confirmed by the nation-wide experience of Franklin owners. The Franklin goes a given distance on one-half the gasoline consumed by the average fine car—and for the same yearly mileage costs about one-third as much for tires.

**How Franklin Thrift Applies to the Enclosed Car**

With their scientific light weight, resiliency and direct-air-cooling, the Franklin Enclosed Cars show within a mere fraction the same remarkable economy as the open models, and the same day-after-day mobility.

For any kind of touring the Franklin Enclosed models are ideal—affording protection from dust, glare and rain, freely ventilated, cool and restful.

This means that one car does the work of two—and the owner of a Franklin Enclosed Car gets his year-round motor car service on practically half the initial investment of the man who has to buy one car for summer use and another for winter.

FRANKLIN MOTOR CAR CO.

2205 Farnam Street.

Phone Douglas 1712

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# MAXWELL

Most Miles per Gallon

Most Miles on Tires

The Maxwell is mechanically right.

All the world knows that today.

Why?

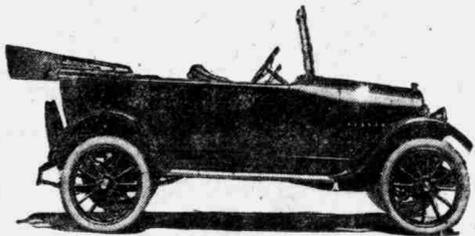
A Maxwell stock car went 24,322 miles without stopping the motor

—1092 Maxwells in our May gasoline economy contest averaged 27.15 miles on one gallon each.

2040 Maxwells in our June contest averaged 29.04 miles on one gallon each.

If the standardized, one model Maxwell were not mechanically right these achievements would have been impossible.

Isn't that the kind of efficiency—the kind of economy—you want in YOUR car?



Touring Car \$745

Roadster \$745; Berline \$1095; Sedan \$1095. All prices f. o. b. Detroit

Midwest Motor & Supply Co.

Distributors

2216-18 Farnam Street. Omaha, Neb. Phone Tyler 2462.

