

MOTOR CARS CAUSE FOODSTUFF SAVING

Automobiles Replace Horses and Thus Cause Great Amount of Food to Be Sent to Allies.

Every time that a motor car is put in service it can be assumed that it replaces a span of horses and that means an enormous diversion of agricultural products from the manger to the dining room table.

"This is not a mere collection of figures," says W. L. Killy of the Noyes-Killy Motor company, local Sayon dealers, "but it is a vital fact in the conservation of food supply to fill the millions of mouths in this country and in the allied nations.

"If we assume that every motor car is the equal of two horses, then we can assume that the 3,700,000 passenger motor cars now in use have replaced twice that number of animals. Agricultural experts have determined that five acres of tillable land must be utilized to feed every horse. Figuring on that basis, the acreage that is made available for raising foodstuffs for the people of the world in this country alone is 37,000,000 acres—an area sufficient to raise the entire food supply for 12,000,000 men which is the total force employed in the war by the allies.

"Here is a very definite reason for the purchase of a motor car to replace horses. It is a thing that every one of us is interested in these days. Whether we personally own a horse or not is beside the question. In the aggregate the motor cars in use replace the horses.

"Today I believe is the right time to buy an automobile as a purely economic proposition. It is not only an individual economy in that it costs less to keep than a horse, but it is an economy that will benefit the entire world."

Indiana Sales Show

Another Handsome Gain

A great tribute to Indiana trucks and their superior quality is reflected in the July showing of 108 per cent increase in sales. This indicates the great demand for Indiana trucks and their recognition by the public. It seems that each month continues to smash the record of the corresponding month last year, not by slight margins, but by big increases.

Indiana dealers throughout the country are enthusiastic and are securing the truck business in their respective localities by intensive sales and service methods. They have this year emphasized strongly the service feature of the business and this one thing alone has helped produce results in the rapid increase of the business.

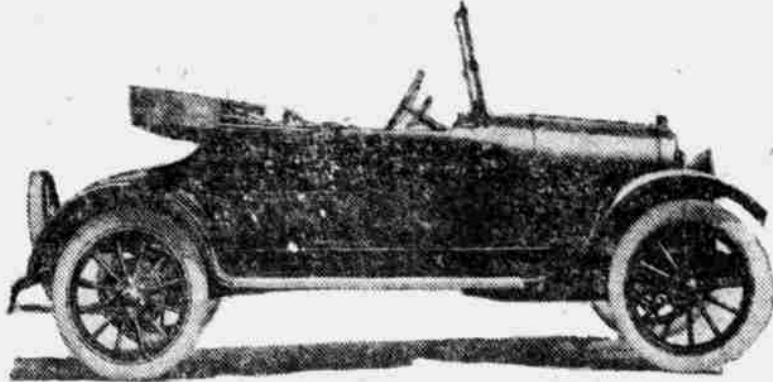
Auto Business is Twice

As Good as Last Year

Manager Wilson of the Omaha branch of Willys-Overland company, Inc., yesterday made the statement that the August, 1917, business of the branch was 100 per cent better than August, 1916. He also says that the September indications point to as great an increase.

A "dealers' get-together meeting" will be held in Omaha Thursday and a number of specially painted jobs will be exhibited.

Popular New Maxwell Roadster Type



GASOLINE IS NOT WASTED IN AUTOS

People Should Not Condemn Cars, as They Are Cause of Higher Efficiency, Says Abbott.

E. V. Abbott of the Western Motor Car company asserts that there is a great deal of misleading information being circulated regarding the gasoline situations in the United States and reflections are being cast upon the automobile that are entirely unjust.

"True enough, motorists waste gasoline," said Mr. Abbott, "so do others waste food, clothing and other things. This waste should be eliminated, but why go so far as to suggest the automobile as the thief of gasoline.

"If some of the thoughtless writers who take up these questions would just try to picture present day efficiency without the automobile they would be puzzled to find that people cannot get along without them unless they show up their efforts to a marked degree.

"Waste—true waste—should be eliminated, but let us be more specific in broadcast statements which condemn the automobile. Let us be sure that the automobile is wasteful instead of efficient."

"R-U-2-B-1-of-60" Will

Remain Franklin Slogan

"I never did believe in the old 'horseshoe' story or the 'rabbit foot' yarn," asserts H. Pelton of the Franklin Motor Car company, "but regardless of the fact that I am not superstitious I've developed a chummy feeling toward a business slogan, and I'm going to stick to it for the next six months in behalf of the Franklin.

"When we signed our first Franklin contract it was for sixty cars and it was quite natural for me to wonder when I got in touch with a Franklin prospect whether he was to be one of sixty to whom I could deliver a Franklin. I kept wondering so much that the slogan 'R-U-2-B-1-of-60' seemed very fitting. I adopted it as a slogan and every Franklin deal has been easy and a pleasure since then. All we have left of our allotment is a few demonstrators, which are being specially priced.

"Our new contract now calls for sixty Franklins in the next six months and our advertising will carry the same old slogan, 'R-U-2-B-1-of-60'. We hope it will bring as much pleasure to new customers as has been our share during the last season."

Persistent Advertising Is the Road to Success.

FAIRBURY GIVES SOLDIERS BIG FETE

Banquet, Speeches, Band Concert, Dancing and Free Motion Pictures is Sendoff Given Town's Troops.

Fairbury, Neb., Sept. 1.—(Special.)—Approximately 12,000 loyal citizens of Fairbury and the surrounding country assembled at the city park last evening to pay a farewell reception to 120 "Sammies" who expect to leave in a few days to train for Fort Riley. In compliance with a proclamation issued by Mayor C. H. Denney, all stores closed at 5 o'clock and the band headed a procession to the city park, where a basket supper was held at 6 o'clock. The soldiers had received their badges at the commercial club rooms.

Feed Inner Man.
The Jefferson county "Sammies" were banqueted by the Red Cross here and tables laid groined with the good things prepared for the soldiers. A gigantic American flag occupied a conspicuous place near the tables. In addition to the soldiers, the speakers and reception committee occupied places at the banquet.

Mayor C. H. Denney acted as toastmaster of the occasion and S. M. Bailey, former democratic candidate for congress in this district, was the first speaker. He talked on "Patriotism" and was followed by former Adjutant General John C. Hartigan. Mr. Hartigan admonished the soldiers to live a clean life in service and gave the men a few pointers on soldier life. He expected the boys to see service in France and said they would be glad to go there after spending a few months in camp life.

John Heasty, a Fairbury attorney, devoted his talk to the mortalities of soldier life. Other speakers included M. Falk of Plymouth, Colonel J. W. McDonnell, and Rev. Shepherd of Lincoln. Clad R. Shelley responded for the Jefferson county soldier boys and delighted the audience with his remarks.

Band Concert Follows.
After the speaking at the park, the band went to the square and furnished music for an "old time dance" in front of the federal building on the new concrete pavement. It is estimated that 500 couples were on the pavement at one time and the dancing continued until after midnight.

Both motion picture houses were wide open to the public all day and evening. All residences and business blocks were decorated with flags and bunting and Fairbury presented a gala appearance.

FARMS SELL WELL AT FORCED SALE

Two Big Sales Recorded During the Week From East Door of the Court House.

The past two weeks have judicial sales of land that have aroused unusual interest among real estate dealers and owners. The first sale at the east door of the court house, Saturday, August 25, was on account of the Michael Hoerath estate. This was a referee's sale of two farms very different in character. The sale was largely attended by neighboring farmers and prominent realtors who are interested in farm lands.

One farm consisted of 120 acres about three miles west of Irvington and one-half mile north of the Military road. This farm has been rented for many years and has been "corned to death." About eighty acres are rolling and some of the neighbors consider it one of the poorest farms in the county. It sold to a real estate man from an adjoining county, who probably bought it for a customer, for \$155.50 an acre.

The discussion of this sale and the price paid is interesting because of the different viewpoints. Those who look upon Douglas county farms simply from their producing ability without regard to the proximity to a great city said it sold for more than it was worth; farmers were disposed to this view.

However those who look into the future and noted the beautiful location of this farm and realized that it would not require a great sum of money to buy it, and with alfalfa and careful cultivation, could be built up, so that in a few years it would equal the well tilled farms about it, were of the opinion that it sold very cheap and that the day is not ten years distant, possibly not five years distant, when the farm will bring \$250 to \$300 an acre or more.

The second farm, 160 acres, was highly contested for by neighboring farmers and finally purchased through Byron Reed company for John Kueneman at \$230.50 an acre. His competitor to the end was Lars Thompson, owner of a farm in that neighborhood. This is a record for farm lands in that vicinity. Several real estate men were disposed to think that the price was unnecessarily high because it was about \$30 above what land can be bought for. However, there is the "hominess" quality to be taken into consideration and the fact that this price will be distanced not very far in the future. Undoubtedly this sale has had a tendency to brace the price

on farms that are on the market in that part of the county.

Farm Nearer Gretna.
The other referee's sale was of the cheaper class of farms between Elkhorn and Gretna. Eighty acres without improvements and in the bluffs on the east side of the Elkhorn river and all tillable except fourteen acres, farmed to death, brought \$73 per acre. "All it is worth" was the opinion of a number who knew the place. But the far-sighted man said that any land that close to Omaha is worth more money.

The other eighty acres was also without improvements except fences, but was much better lying land and on a main road, although in an adjoining section to the first, the one being in sections 9 and 10-14-10, and the other being in 11-14-10. This sold for \$150 an acre. Both places were sold to nearby farmers.

Held By Illinois Man.
The last two sales were interesting because they called to mind the old George Albro holdings, a large land holder of Illinois who bought in the early day quite heavily in this part of the country and the suit had been brought to partition the estate. There are some historic holdings of the type of the Albro lands throughout the county, but they are becoming fewer every year through the necessity of settling estates.

Frequent remark was made in both the above judicial sales that the old system of selling at the east door of the court house without any further advertisement than that secured through a "legal notice" ought to be done away with. It was evident that with proper publicity such as the real estate board would give these lands would have brought more money even though one piece was sold at a record price.

Elgin Production to Be Greatly Increased
"Elgin manufacturers are making preparations for a greatly increased production for the next season," said Frank Cavanaugh of the Motor company, Elgin distributors. The last season has enabled the Elgin to establish a foundation of confidence, although it is a comparatively new car. This season the manufacturers intend to add greatly to the list of Elgin owners.

Denies Ownership of Whisky Shipped to Him

Five cases, containing thirty-six pints of whisky each, were seized Saturday morning at the Burlington freight depot by Officer Chapman of the morals squad. The whisky was consigned to Charles F. Haus 1818 St. Mary's avenue, who runs a plumbing shop at that address. Haus disclaims

1915 Buick Six with winter detachable top, \$600. Phone Harney 414. Orr Motor Sales

any knowledge of the whisky whatever. He has been a plumber here for a number of years, and has recently been awarded contracts by the government, which he says in itself is sufficient to prove that he is no bootlegger.

Woman is Injured When Street Car Turns Corner

Just as she was dropping into a seat in a street car driven by Motor-

man E. W. Cole, Mrs. Mary Alley, age 69 years, who makes her home with Dr. C. C. Allison, 410 South Thirty-ninth street, was thrown violently to the floor of the car when it gave a sudden lurch while turning the corner at Sixteenth and Leavenworth streets. Mrs. Alley sustained a scalp wound and bruised about the right shoulder.

Persistent Advertising Is the Road to Success.

The Survival of Established Confidence

is reflected in the fact that we are not only the largest but the oldest Tire Repair Shop in Omaha.

We have just passed the tenth anniversary of our business, and due to the confidence gained through square dealing and reliable workmanship we have made large increases each year.

If you don't know us, get acquainted.

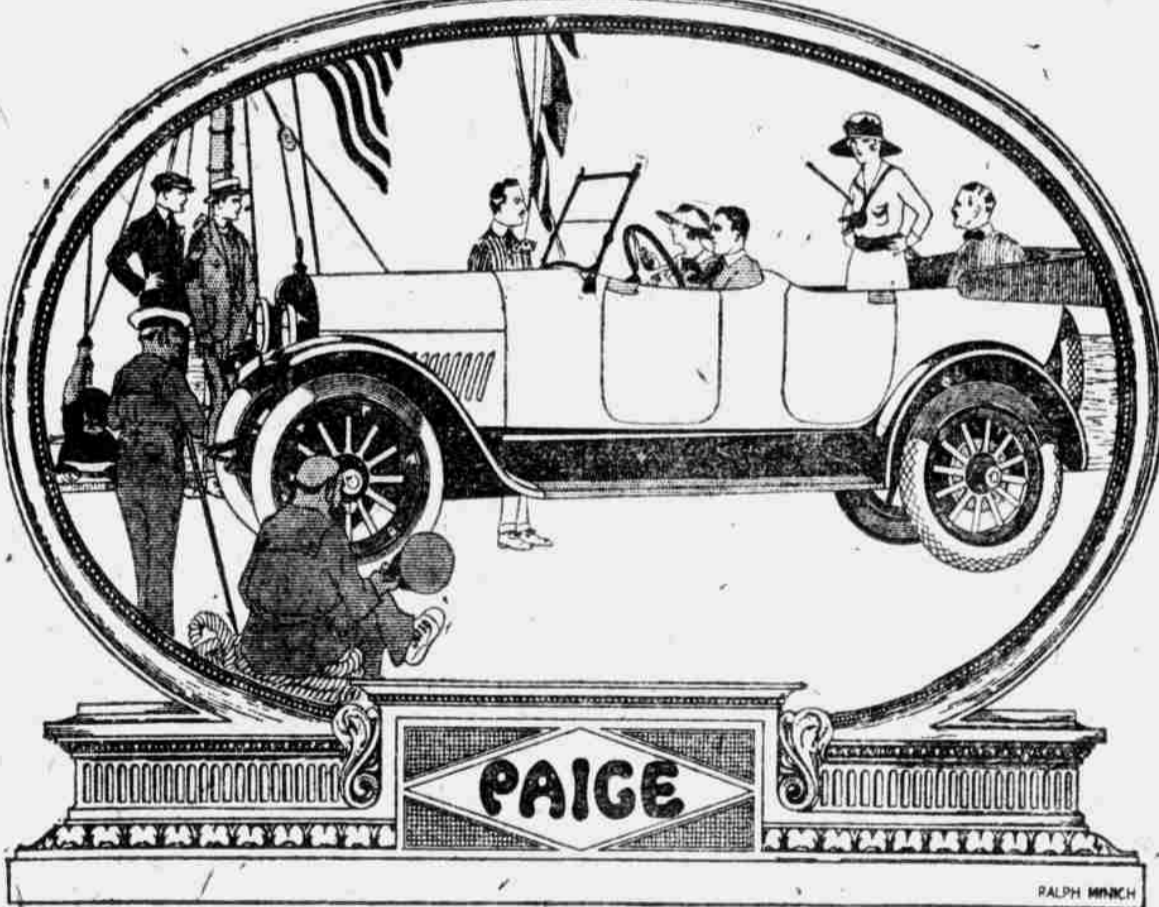
Call our Service Car when in Tire Trouble.

Diamond and Goodrich Tires

Omaha Tire Repair Co.

Henry Nygaard, Prop. 2201 Farnam St. Phone Tyler 1552. Omaha

See the Maxwell One-Ton Truck at the State Fair



The Most Beautiful Car in America

Paige cars have long since demonstrated their independence of all "price fields."

American men and women now buy a Paige—not because of the price tag which is attached to it—but because of its well established reputation as a fine mechanical product.

On this basis, the Paige will always represent a "preferred investment" among motor cars. Its actual cost in dollars and cents will always be an important, but an altogether secondary consideration.

Note—It is impossible for us to guarantee the following prices for any definite length of time

Stratford "Six-51" seven-passenger	\$1595	Sedan	"Six-39" five-passenger	\$1875
Fairfield "Six-46" seven-passenger	\$1450	Sedan	"Six-51" seven-passenger	\$2400
Linwood "Six-39" five-passenger	\$1260	Town Car	"Six-51" seven-passenger	\$2850
Brooklands "Six-51" four-passenger	\$1795	Limousine	"Six-51" seven-passenger	\$2850
Dartmoor "Six-39" 2 or 3-passenger	\$1260		f. o. b. Detroit	

Paige-Detroit Motor Car Company, Detroit, Michigan

MURPHY-O'BRIEN AUTO COMPANY

1814-18 Farnam Street, Omaha, Neb. Phone Tyler 123.

DEALERS, ATTENTION—Our wholesale representatives will see you at the State Fair in north end Automobile Building.

Specifications

Engine—Four cylinders cast en bloc; stroke 4 1/2 in., bore 5 1/2 in.; detachable head; crank shaft of exceptional strength; cam shaft and cams forged integrally from one piece of steel.

Transmission—Three-speed, selective type; 8 speeds forward and reverse; enclosed in case which is bolted to flywheel housing; main shaft has roller bearings in front end; bronze bearings in rear end; gears all chrome nickel steel, heat-treated.

Frame—Pressed steel construction; side members 4 1/2 in. deep of 3-16-in. steel, supported by heavy cross members.

Axles—Front, heavy I-beam, drop forked; rear, extra heavy, Timken roller bearings in front and rear axles.

Drive—Timken-David Brown worm and gear embodied in rear axle; propeller shaft has double universal and telescopic joints.

Capacity—2,000 pounds.

Wheelbase—124 inches.

Chassis Equipment—Seat, front fenders, electric headlights and tail light, electric horn, generator, storage battery 80 a. h. capacity, full set of tools.

Immediate Deliveries Now Ready

A big shipment of the new Maxwell One-Ton Truck enables us to fill all Omaha orders immediately. You can put your Maxwell Truck to work for you within one hour after placing the order.

The Maxwell Motor Company—ranking as one of the three largest builders of motor cars—has now employed its immense resources in the production of a motor truck at a LOW PRICE to meet the demands of a universal market.

A huge Detroit factory has been taken over and will be devoted exclusively to the production of this commercial vehicle.

The greatest number of motor trucks ever made by a single maker in one year will be made by the Maxwell Company during its first year of truck making.

This gives you a truck with standard, high-priced specifications for an exceedingly low price.

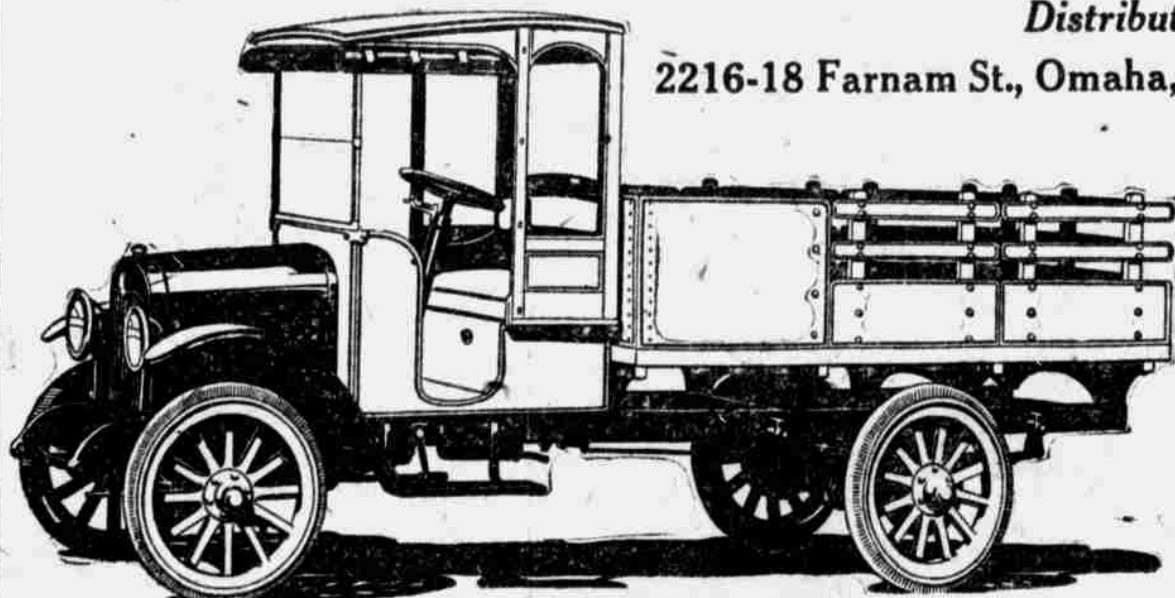
But the low price of the Maxwell Truck should be a matter of secondary consideration with you. Sturdiness of construction comes first. The value to you of a truck depends upon how long and how consistently that truck will serve you—how much time, labor and money it will save you. The Maxwell One-Ton Truck is the result of more than TWO YEARS' exhaustive tests by Maxwell engineers. Study the list of features. Note the sturdy rear-end construction. Timken-David Brown worm and gear drive! Timken roller bearings used throughout front and rear axles! Dozens of other high-grade features, and the reputation of the great Maxwell factories behind it!

Ready NOW! Your Maxwell Truck can go to work for you Monday morning.

Midwest Motor & Supply Co.

Distributors

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



PRICES

One-Ton Truck Chassis	... \$ 865
With Cab and Windshield	... \$ 900
With Stake Body, Cab and Windshield	... \$ 950
With Box Body, Cab and Windshield	... \$ 950
With Open Express Body, Integral Cab, Side Curtains and Windshield	... \$ 995
With Panel Body, Integral Cab, Side Curtains and Windshield	... \$1015

F. O. B. DETROIT