



OMAHA AUTO MEN PASS \$120,000 IN LIBERTY DRIVE

Third Issue of War Credits
Supported Liberally on
Auto Row; Campaign
Still On.

The liberal response of the automobile men of Omaha to the third Liberty loan evidences in the strongest terms their whole-hearted support of the government and their complete sympathy with the conditions which confront them.

Thursday night their subscription had mounted to \$120,000, and since that time subscriptions have been recorded which will swell the total to better than \$130,000. It is estimated that a detailed check would show a still greater total, but owing to the fact that automobile interests are scattered throughout the city it is impossible to get a definite total.

Among the larger subscriptions recorded were the following:

Studebaker Corporation of America (Through Omaha branch)	\$20,000
Ford Motor Co.	17,250
T. G. Northwell Co.	10,000
Tooser-Gerspacher Motor Co.	5,000
Dee Huff	5,000
E. R. Wilson	2,500
Jones-Hansen-Cadillac Co.	2,500
Jones-Opper Co.	2,500
J. T. Stewart, 2d.	1,500
Guy L. Smith	1,500

This, of course, does not mean that these figures represent the total subscription of the above firms to the Liberty loan, because they do not record their subscriptions to the first and second Liberty loan issues. The automobile men have responded splendidly to each call from the government, both with men and money.

Auto Men Hard Hit.
The automobile distributors have probably been "hit" as hard as any single class of men through the needs of our fighting forces. Production of automobiles for the trade has been cut 40 per cent, and in some cases more. Each dealer must bear his part of this burden. Their profits have been materially reduced owing to this circumstance. Nevertheless they "came up smiling" and willingly loan their money to the government.

The committee of automobile men delegated to work the Omaha automobile row included J. T. Stewart, 2d, E. R. Wilson, J. H. Hansen and Guy L. Smith. These men have given the major portion of their time during the last two weeks to this work. They were well pleased with the result and claim that the response was very willing in all cases.

According to C. L. Gould, manager of the Omaha branch of the Ford Motor company, their men came to the front with much more enthusiasm on the third Liberty loan than on the

second Liberty loan. The subscription to the third Liberty loan exceeded by 16 per cent the subscription to the second Liberty loan. This in the face of a greatly reduced force and the fact that some of the men have not worked full time on account of the inability to get material.

Cole Aero-Eight Wins Favor With Women; Big Time Saver

With the women of the country nobly responding to the many demands made upon their time and activities, they have become a large factor in the life of every warring nation. The conservation of their time is important and many patriotic women have come to value the motor car for the time it saves them.

The new Cole Aero-Eight models are particularly favored by the women drivers. Their driving position, low and secure behind the cowl, gives them greater confidence. Then the gear shift is handled by an easy pressure without any grinding of gears. The large ball control lever is just at the right position and always ready to the hand. Once under way it is an easy matter to manipulate the car through the worst traffic con-

gestion without changing gears. The irresistible flow of power and its even distribution through its eight cylinders gives the widest latitude. Now barely moving behind a horse-drawn dray, now darting ahead of impeded traffic at the signal of the traffic officer, all with a smoothness that adds new delights to motoring.

Every detail in arrangement is carefully thought out for convenience. Various models contain luggage compartments where packages, golf clubs and other impediments may be tucked out of the way. The switchboard and controls are all at the finger's end, ready for the proper touch at the proper moment. There is no chance to fumble for the warning signal, spark throttle or starter button. These are but a few of the many reasons given by women who drive the Aero-Eights and are enthusiastic about their performance.

New Manager Appointed for Branch of Vesta Battery Co.

Announcement was recently made to the effect that William J. Powers had been appointed manager of the Omaha Battery and Service company, which company is a branch of the

Vesta Accumulator Co. of Chicago. The Vesta Accumulator company manufactures a complete line of batteries, lamps, bulbs, and lighting accessories and is credited with being the oldest battery concern in the business.

Mr. Powers was formerly a traveling representative of the Vesta Service Station department and is well qualified for the new position.

INDIVIDUALITY IN AUTO DESIGN TO BE NEXT STEP

"Grant" Official Says Medium
Priced Motor Manufacturers
Soon to Compete for Dis-
tinction in Body Design.

The great similarity of appearance which prevails among medium priced motor cars will disappear during the next four years and there will eventually be as great a rivalry for distinctive lines in popularly priced cars as there is among the higher priced cars, is the opinion of George S. Waite, general sales manager of the Grant Motor Car corporation.

"The next step in the evolution of the motor car is artistic," says Mr. Waite. "The engineering and mechanical development necessarily came first and appearance was secondary. Now that the engineering features have been pretty thoroughly worked out and standardized, rivalry between manufacturers must inevitably take the form of producing more artistic, more eye-pleasing cars."

Grant Six A Example.
"The latest Grant Six is an example of this. It is a decided departure from the sameness which has prevailed among medium priced cars. We aimed to give the Grant Six lines

which would be both graceful and pleasing and yet so individual that the Grant Six could not be mistaken for any other car. In changing the body finish from the conventional black to a rich olive green with white striping on the louvers and wheels we anticipated another tendency, that toward the more general use of color in motor car finish.

"Of course, the difficulties under which the industry will labor as long as the war lasts will delay the progress of the medium priced automobile

along artistic lines. The decreased production and increased costs will compel manufacturers to hold their plans and ideas in abeyance. But as soon as these conditions pass you will see the rivalry for distinctive appearance become general.

Rabbit Goes to Sea.

Walter Maranville, popularly known as the "rabbit," former star with the Boston Braves, has been assigned to active sea duty.

Complete List
Of
Automobile Owners
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Nebraska Counties.
Telephone Webster 1044.

—many refinements on the new 19 Series Studebaker can only be found on cars priced upwards of \$2500 and the mechanical features and performance are unsurpassed by any other car regardless of price.

Studebaker - Wilson, Inc.

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Outwitting the Weather

OLD Weather meets his equal in this splendid Velie 5-passenger Touring Car. A superb open car or instantly all enclosed against wind or rain. Plenty of window lights and the curtains open wide with the doors. Here is true rainy-weather comfort.

This car is a money-saver—for with all its power, speed, style and comfort, it is a miser for fuel and equally low in upkeep. Eight other models give wide selection. When may we demonstrate?

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—working overtime to produce automobile parts, that are affiliated with and contribute to Lexington.

Our exceptional manufacturing facilities and reduced production costs enable us to market this better car for less money.

There is going to be an increasingly acute shortage of cars.

Before this fact became public property, and was being

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Our exclusive Moore Multiple Exhaust System prevents dead gas from choking

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The motor develops 40 horse-power. The wheelbase is 122 inches.

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Series "R" 5-passenger Touring Car with two auxiliary seats. All prices f.o.b. factory and subject to change without notice.