UNDAY, JUNE 10, 1917.



cago Man Explains Why oarding of Money Is Foolish Economy.

illiam H. Rankin, president of the am H. Rankin company, Chicago, this to say to those who are withing their purchases of automobiles: Te Americans have \$50,000,000,000 ar to spend.

ven should your and my pures, of necessity be a wee bit less, enormous buying which the govent will be doing with the tax ey, will make up for that. And ur industries will run at top speed oney will keep moving in a circle

d prosperity will be king. rovided, that you and I don't wa wrench into the business ma-ery by getting cold feet and hold-back on purchases, which we have money to make

you and I and all others will buy such as we can afford, without ining in wasteful extravagance. ness will be good. Let us all talk near buying and selling, wherever go-and because actions speak er than words, let us practice norbuying.

or if you and I let our buying ey remain idle-if we virtually ey remain idle—if we virtuans d it instead of spending it—the lers will buy less from the mc nu-ners, the manufacturers will buy from producers of raw muterials, le will be laid off and their ened buying will affect other res, manufacturers and employes-so on along an endless chain until ly the depression which you and 1 helped start, will land back in midst, like a boomerang. Then and I won't have the money to

Will Win the War rosperity in this country will win war. If you and 1 interfere with prosperity by foolish economy. We only hurt ourselvevs, but we beenemies of our own flesh and

ear out this appeal and read it to false alarmists, the 'hysterical ders,' and to those who are not g their share of normal buying, ig to groundless fears or misconions.

you do not own a car, but had cted to buy one this year, buy it! foolish economy to deprive your ily of a car, when you have the ey to purchase it."

## re Manufactory 🕠 Has Dental Clinic for Its Employes

te of the most important factors he system of guarding the health of stone Tites & Rubber company en-es is the dental clinic. Twen'y usand cases are treated in the clinic ually, service and advice being free he thinteen thousand factory and of-emploses.

very applicant for a position with company must pass a dental as well physical examination and the con-on, of his teeth are checked up every

three months. Tooth brushes and den-trifice are furnished at cost and careful instructions given as to the proper care of the teeth. The company maintains a large dental operating loou and laboratory. The fromer has four chairs completely equipped with the best instruments. The taboratory also is furnished with the latest appliances for research work. The company dentists treat emergency cases, make amalgam and enamel fill-ings, remove nerves, extract leeth, re-set crowns and bridges and give prophylatic treatments. Where major operations are necessary they advise the patient as to the work required and inc cost. of the teeth. The compa

## **500 Tractors Go On Rush Order** to the War Zone

Five hundred tractors made in St. Paul soon will be at work in the fields of England to help in food production. A rush order for the tractors came

A r last s made

of England to help in food production. A rush order for the tractors came hast Saturday and arrangements were made for a delay of a day and a half in the leaving of an ocean liner so the tractors could reach New York and be sent on this ship. One hundred and twenty men worked twenty-nine hours without stopping at the Staude plant getting the tractors ready for shipment. Mr. Staude, presi-ready for shipment away. A special express train was engaged for a record run to New York with com-plete right of way from St. Paul. Herbert Foster, salesman for the company, volunteered to go to Encland with the shipment and take his chances on get-ting through the submaine zone. Express charges on the tractors to New York amounted to \$9,000. The English government is to pay \$65,000 for the machines. The tractor attachment is put on a Ford automobile by taking off the rear wheels. Plows, harrows, wagons, can-non or anything else tha four horses can pull can then be drawn.

The Motor Car as

"The automobile increases every in-dividual's capacity to produce," says L. J. Ollier, vice president and director of sales of the Sludebaker corporation. "cars ago it ceased to be classed as a hyperbolic control of the country, men in every section of the country, men in every walk of life look upon their cars as a necessity not to be dispensed with. "People generally have come to ac-cept the fact that the motor car is an economic instrument and one of the greatest aids to modern business effi-cency. But, of even greater import-ance is the fact that the motor car an automobile means not only added con-venience but also recreation and relaxa-tion. The morning spin from home takes the business man in'o his office feeling fresh and vigorous for the day's work. Professional men find their cars well nigh indispensable now. Because of the auto-mobile their patients receive better care —better because the physician is at their hedside before condifions become too serious. And the stiff breeze of a swift ride over the roads is of mestimable value to the doctor's mental and physical well-being. "To the family an automobile means

"To the family an automobile means "To the family an automobile means health, strength and added victor—it means, in fact, increased happiness. The joys af touring—of the short week-end trip, or even the evening ride about town trip, or even the evening ride about town —are too well known to need further de-scription from me."

NEW PANELING FOR TOPS. NEW PANELING FOR 10PS. Manufacturers are beginning to make Something attractive out of the rear paneling of automobile tops. Designs have been made for the mica so as lo give, an indication of what ear it is. Either it is the initial of the car name or else a shield or some other trademark device.

Unconsciously Make Suggestions for Improvement and Many Are Adopted.

turer.

The connection between the gigantic strides of the motor car industry and the advancement of the social and Political emancipation of women in the last five years is not always recog-

nized. These two things are recognized, bu it is not generally appreciated that they are somewhat parallel and that the one has had its effect upon the other. It is the consensus of opinion among well-informed motor men that the demands of the women and their needs have been the moving spirit in consummating many of the numerous im-

provements and changes made in motor cars in the last decade. Men appreciated and could handle the old powerful rough and ready car, whose gears shifted only after a mighty effort, whose springs were there An Aid to Business ing jolted too much and which did not cater to cleanliness or neatness. But

as women began to molor and drive themselves they began to demand more comfort, more case of operation and many little fastidious matters that gradually brought the motor car out of its embryonic state into its present polished, suave, joltless, smooth and smart appearance a sixty-horse pow-ered brute of a car with case.

Motor car engineers would have worked, of course, to better the cngine, perhaps to make it more economi-cal, more powerful and more efficient, but it was in the details of the car where the fine Italian hand of Mi-Lady was shown. Manufacturers have long recognized this fact and all agency men and dealers are cautioned to listen carefully when a lady is inspecting a car. It has been found out that a lady will suggest little improvements without realizing that she is doing so. She naturally likes comfort, ease and smart effects and as she looks over a car she will state what she would like to have and we will always carefully note these things and many times out of these suggestions will grow some improvement or alteration making for more

sweet running car, a car more perfeetly vogue from a lady's standpoint. Many of the improvements on the new cars could be traced back to a sug-gestion made by some lady.



oil once upon a time iong ago? If it is the latter you will be money in pocket if you drain it out immediately and put in fresh oil." says the Palge superinten-WOMEN HELP IN CAR DESIGNING

In fresh oil," says the Paigo superinten-dent of service. "The amount of money that is spent by car owners as the result of failing to drain out the crank case and put in fresh oil freuently cnough fully justifies dealers in saying that this is one of the greatest causes of impaired automobile efficiency which comes under the ob-servation of their service department. "Hardly one motorist in ten drains the crank case often enough. This is yfy factories recommend draining them every 500 miles, hoping that if they put it as strong as this owners will put in fresh oil at least once in 1,000 miles anyway."

THE LINCOLN SUNDAY STAR.

chased motor trucks or is figuring on them for the very near future.

my of upkeep and operation, and efficiency in keeping everlastingly at work.

VES, the motor truck is a necessity, and the progressive business man of today has already pur

But it is not a question of ANY motor truck. It is a question of reasonable first cost, econo-

Above all, the motor truck owner demands effective, continuous and reasonable after-sale service. The only assurance of this lies in purchasing fro ma responsible and successful manufac-

## Resta's Manager Has



ration) A recent editorial treated the auto-Arthur J. Hill, formerly manager of Dario Resta, is now manager of the mobile as a luxury. It hardly seems Hudson racing team and is arranging its possible that any one should have such

Hudson racing team and is arranging its racing schedule for the year. Billy chandler is his first lleutenant. The schedule includes every important race event of the year. The car and the personnel of the team make the Hudson entry probably the most interesting fleet of racers that the game will witness this year. Hudson Super-Six racers, running in-dependently last year, showed some re-markable performances. This year the Hudson does not expect to win all or event a large proportion of the races, but it does expect that every Hudson entered will show the endurance of the Super-Six motor and structure by standing the abusive strains of high speed racing and infishing in all instances. The Hudson company will touch none of the prize money as all yinnings will be divided, on an agreed scale, among mem-bersoftheteam.

and note how the automobile is multiplying men in every walk of life. The doctor makes three times the number of calls; the salesman makes three imes the number of visits; the merchant widens his territory and makes the delivery wagon take the place of three men. The farmer no longer spends the entire day in his trip to town; entire regiments are shifted to the place needed and the tank—a mug-nificent automobile\_is deciding near nificent automobile—is deciding pres-ent land battles.

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out of line with the trend of the last ff-



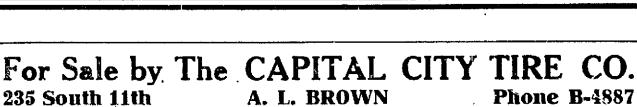
INR

Four Years In Mud of Chesapeake Bay, Machine Caught On Ship's Anchor.

A Mitchell automobile, which was lost in transit while being ferried across Chesapeake bay, has been recovered by the torpedo boat destroyer Benham. When the torpedo destroyer to Fear in War lifted its anchor the automobile was found in it.

any product that has the place of the automobile in economic life has little to fear of war-time conditions. The second s automobile in economic life has little to fear of war-time conditions. The war is going to mark progress, judging from or not it was due to his exceeding the the history of other great wars, and to speed limit on the bottom of the sea conceive of any progress without the or due to a shortage of gasoline canautomobile as a factor would be entirely not be stated, but at any rate the ma-out of line with the trend of the last nr. chine has been brought to the surface

automobile as a factor would be during where the factor is loss at factor would be last ff-teen years. Just how much the automobile will fig-ure in this development lies with the automobile fiself, is the opinion of S. E. Acketman, sales manager of the Frakk-lin Automobile company. This being an era of thrift, those cars that get the most out of available resources will ac-complish the most. "There are degrees of efficiency among motor cars, just the same as among hu-man beings." Mr. Acketman goes on the national call against waste, "and I look for this war to be one thing without doubt-that is stand-ard is being formulated. I notice the milltary observers have concluded that war conditions have proved many auto-mobiles too heavy to utilize properly the limited supply of gasoline and tires. I would not be surprised to see this same discovery repeated here at home, and I say this upon the knowledge of what the scientific light weight of the Frank-the past."

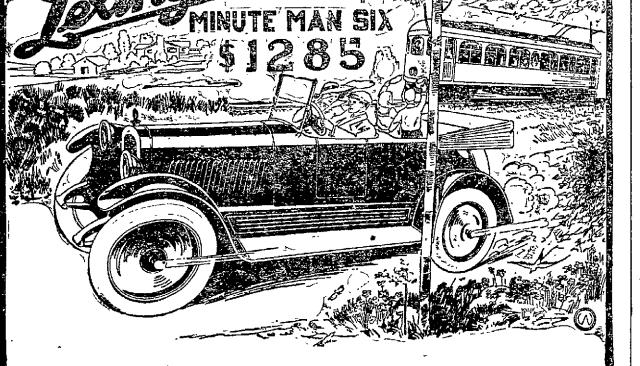


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**BRIGHT**, beautiful June Sundays with all Nature in its happiest mood-it's the happiest time of the year for the man who owns a LEXINGTON Minute-Man Six.

Your car seems to share your enjoyment. The engine purrs happily, the hills do not bother it, on and on you go speedily, easily, comfortably. It's the • acme of motor car pleasure.

The LEXINGTON Minute Man Six owes its speed, its power, its complete dependability to the Moore Multiple Exhaust System. This exclusive feature of the LEXINGTON gives 22.8% more power with less gasoline, makes a smoother, more flexible engine, reduces carbon and ignition trouble, and helps you get better results from present day low grade gasoline.

Probably no other car can be driven with less gear changing and is so responsive in high gear. This means pleasurable driving.

In the sociable, four-passenger LEXI. 3TON Clubster you get what is assuredly the most popular type of car right now-it combines the style and chumminess of the roadster with the capacity of the touring car.

No other four-passenger model you can buy will give you the satisfaction you will find in the LEXINGTON-and you'll have no trouble making up your mind when you see it and ride in it.

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The extraordinary favoritism shown this particular tire would be even larger than this if everyone who asked for Goodyears got them.

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Goodyear Service Station Dealer

and the second second

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