

MAXWELL COMPANY TO STAGE CONTEST

Five Thousand Dollars in Prizes Given Away by Company to Dealers Showing Greatest Economy.

To substantiate among motorists everywhere their claim of the Maxwell's championship of the industry in low operating upkeep, upward of 2,000 Maxwell distributors and dealers will next month carry out in every state in the Union and throughout the eight provinces of Canada a public and wholesale demonstration of the Maxwell's ability to stretch its fuel into the greatest known mix of gasoline and motor-car distance.

Five thousand dollars in cash prizes are to be given away among the dealers, it is made known, together with an award of the national Maxwell economy championship cup. The cup is to be the trophy of the Maxwell dealer who attains the highest mileage to be recorded in the event and with it he will also capture a substantial award in gold.

The public and widespread demonstration is to be known as the National Maxwell Economy Proof day, and the wholesale contest is to take place on Wednesday, May 23.

Owners' cars are to be used entirely, the rules providing that each dealer entering agrees to arrange for the use of two Maxwell five-passenger touring cars now in owner service. These he will borrow for the day. In each car there must be, according to the rules, four full-grown passengers, the driver and three official observers. In each town and city the two cars will make the run together, each carrying its observers, who thus will check not only their own mount, but the other as well. Results will be unofficial, it is stated, if the dealer participant fails to arrange for his observers to be either newspaper men, motor club or board of commerce representatives or well-known public officials.

Two one-gallon gasoline cans are to be provided each dealer participating. These will attach to the windshield, in directions mailed broadcast by the Maxwell Motor Sales Corporation, Detroit, point out that the records will be disqualified unless the gasoline used is measured into the can on each of the

two cars by one or more of the official observers arranged for. Prizes are to be given under five dealer classifications. The top award in each classification is \$200 in gold, with a second prize of \$150 in gold. The third, fourth and fifth prizes will be \$100 in gold each. Then follow two \$75 and three \$50 awards, making ten in all for each of the five groups.

FORD-CAR PRODUCTION TOLD BY SPARK PLUGS

The immensity of the Ford car production may be impressively observed at the plant of the Champion Spark Plug company of Toledo, which has been furnishing champion X plugs as standard equipment on Ford cars since 1911. At all times, the Toledo company holds in reserve a stock of 100,000 spark plugs exclusively for the Ford company so that a rush order will receive immediate attention.

During 1916 approximately 40 carloads of the plugs were shipped from Toledo to the Ford concern. Inasmuch as there are often as many as 100,000 plugs in a carload, the volume of the Ford spark plug business alone is obviously tremendous.

The Champion Spark Plug company also reports an unusual increase in its business on the Pacific coast. Already the 1917 business has exceeded the total business for the year of 1916. Up to April 1 three carload lots were shipped after January 1, to the coast, and orders are now on hand, it is said, for more plugs for that territory.

"This demand for cars is not local, nor is it sectional. For the last month the pressure upon the factory and our dealers has been something tremendous. Telephone calls, wires, sending letters and special trips to the factory have been the practice of our distributors everywhere. This is as true of Seattle as of Boston. The south is taking a considerable proportionate increase of cars and the demand has never been so great in the northwest as it is today. The middle west is continuing to take a large percentage of the automobile output and is especially keen for cars of the better grade."

HE ALMOST FELL DOWN

A. M. Hunsicker, Bogus, Chitto, Mass., writes: "I suffered from rheumatism, kidney and bladder trouble, also dizziness, could almost fall down at times. Foley's Kidney Pills gave me entire relief." Disordered kidneys give warning by pains in side and back, sore muscles, swollen joints, tired and languid feeling. Missoula Drug Co., Adv.

HUPP MAN PREDICTS AUTO-CAR SHORTAGE

Demand For Best Cars Continues in Spite of High Prices, and Will Exceed Output of the Factories.

A shortage of automobiles this summer is predicted by Sales Manager J. E. Fields of the Hupp Motor Car corporation.

"The country is taking automobiles of the better and popular types faster than the factories are able to produce them," said Mr. Fields. "All winter the manufacturers have been struggling with the freight car shortage, but this summer it will be the consumer who will suffer from the shortage of the better makes of automobiles. Even the higher cost of materials and labor, and the necessary increases in the prices of all the better classes of cars have not slackened to any noticeable degree, the demand for machines. But the difficulties of securing materials and producing the cars are so great that none of the big concerns will be able to fill their rapidly increasing orders.

"This is evidenced by sales records of the Hupp Motor Car corporation, which are typical of conditions in most of the leading companies. We enjoyed in the first months of 1917 the largest quarter in Hupp's history, yet we were nearly 2,000 cars behind our orders for immediate shipment. This is the condition even before the big selling season opens in May. It means there is absolutely no chance for us to catch up with our orders now during the entire summer. It is simply a question of believing the pressure as far as possible by speeding production as much as the limitations of the material market will permit.

TEA TRADE SUFFERS.

Peking.—The Chinese tea trade has been greatly affected by the submarine campaign. Consequently the ministry of commerce and agriculture is considering means of assisting tea traders in carrying on their business which has been diverted out of the usual channels. Transportation facilities through the Mediterranean virtually have been suspended. The same is true of the Trans-Siberian route.

You Need Not Succumb to That "All-Run Down" Feeling

Simply Cleanse Your Blood of Its Sluggishness So Prevalent in Springtime.

Possibly you are one of the thousands who just at this season find that you are losing your appetite, your system gets weaker day by day, you are easily tired, and a general good-for-nothing, run-down feeling seems to pervade your whole body. This condition is very general at the beginning of Spring, and is nature's appeal for help in preparing the system for the change in seasons. Your blood is sluggish and impoverished, impurities begin to clog up the arteries, and your system needs a general purifying and housecleaning to

put it in ship-shape for the coming summer. Just now the best investment you can make is to take a few bottles of S. S. S., the great blood purifier and tonic. This purely vegetable remedy has been in general use for more than fifty years, and thousands use it regularly every Spring. It has no equal for thoroughly cleansing the blood of all impurities, improving the appetite and toning up and giving renewed life and vigor to the whole body. Go to your drug store and get a bottle today and start early on the important work of putting your system in tip-top shape. Write for free booklets and interesting literature to Swift Specific Company, 75 Swift Laboratory, Atlanta, Ga.

For Sale Now--Reasonable

Cadillac, Four Cylinders

Electric lights; self starter; perfect condition.

Maxwell Roadster

Perfect condition; looks like new; very light. Can be run 35 miles on one gallon gasoline.

New Grant Six

With Fire Stone tires. Sacrifice if taken at once.

Gramm 1 1-2 Ton Truck

Good condition; hard rubber tires. Can be seen at our Ronan Branch.

Good Seven Passenger, Four Cylinder Car

Equipped for stage service.

Good 1916 Reo 6, Cheap

Bargain. If you are going to buy a Reo, see this one.

Automobile Warehouse & Service Co.

L. H. BARTON, Manager.

Salesroom, 125 West Cedar Street
Best Equipped Repair Shop in Montana, 150 West Front Street
A. L. HENDRICKS, Superintendent.

The Twice-a-Day Class Ad Service Will Bring You Wonderful Results

MONTANA BLOCK DIRECTORY

The Only Fireproof, Modern Office Building in Western Montana

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S. J. BISCHOFF Phone 338
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WALTER M. BICKFORD Phone 173
Rooms 503-505
PAUL DORNBLASER Phone 42
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Rooms 310-311
RONALD HIGGINS Phone 154
Room 407
McCORMICK & RUSSELL Phone 614
Rooms 512-513-514-515
MADEEN AND CAMERON Phone 273
Rooms 409-410

W. L. MURPHY Phone 173
Room 507
JOHN E. PATTERSON Phone 809
Rooms 309-310
A. J. VIOLETTE Phone 42
Room 609

W. F. WAYNE Phone 306
Room 511
F. C. WEBSTER Phone 59
Room 405
WOODY & WOODY Phone 42
Room 609

Banks
WESTERN MONTANA NATIONAL BANK
Ground Floor Phone 39

Public Accountant
E. L. FREEMAN Room 506

Dentists
E. G. ELLIS Phone 1047
Rooms 200-201-203
C. H. McCOMB Phone 622
Rooms 213-215
DR. R. H. NELSON Phone 1009
Rooms 210-211
CHAS. L. SMITH Phone 692 Black
Rooms 303-305
DR. W. B. WALKER Phone 151 J
Rooms 200-201

Opticians
N. H. SCHWEIKER Phone 185 J
Rooms 205-207

Music Studio
ELSA E. SWARTZ Rooms 605-608

Dressmaking

MISS MALEY Rooms 504-506-508

Forest Service

BITTER ROOT NATIONAL FOREST Phone 446
Rooms 413-414-415

LOLO NATIONAL FOREST Phone 944
Rooms 601-602-604

MISSOULA NATIONAL FOREST Rooms 500-501-502

Fuel

ROUNDUP COAL COMPANY Phone 323
Room 212

Miscellaneous

NORTHWESTERN MOTORIST Room 602

U. S. OFFICE OF PUBLIC ROADS AND RURAL ENGINEERING Rooms 313-315 Phone 640

SOUTHERN MONTANA OIL CO. Room 105, Ground Floor Phone 763

CRYSTAL BARBER SHOP Basement Phone 692 Red

C. L. COWELL Room 314 Phone 1021

Physicians

C. L. BOURDEAU Phone 982
Rooms 305-307

H. B. FARNSWORTH Phone 719
Rooms 202-204

DR. J. J. TOBINSKI Phone 186 W
Rooms 207-209

G. F. TURMAN Phone 178
Rooms 300-301-302-303

Real Estate and Insurance

BLACKFOOT LAND DEVELOPMENT COMPANY Ground Floor Phone 546

DAN H. ROSS Phone 398
Rooms 206-208

M. R. C. SMITH Phone 323
Room 212

H. A. ROBERTS Phone 809
Room 310

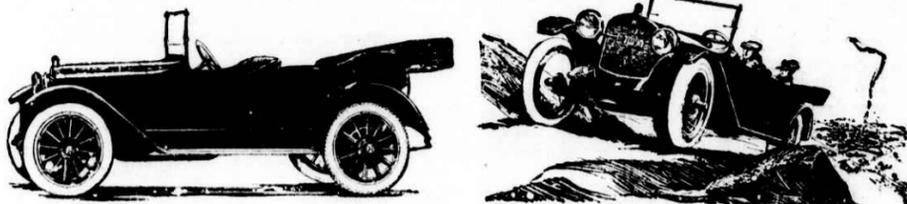
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Superintendent of Construction
JOHN M. BRECHBILL Rooms 206-208

A MIRACLE OF PERFORMANCE

Here Is The Car That Is Making Automobile History In Every State In the Union

The Hupmobile "Of Course"



The "proof of the pudding is in the eating." One can't go behind the records, and the record made by this sturdy, staunch, reliable Hupmobile, in the most severe test that has ever been put on a motor car of any make, has been so wonderful—so amazing—that automobile men all over the country are asking: "What is it in the Hupmobile—that particular quality or feature—that is responsible for such marvelous performance?" The answer lies in these three things: Absolutely correct principle and design; painstaking and careful mechanical construction, and the best materials that can be put into an automobile.

A Stock Car

Certified by A. A. A.

Runs 14,230 Miles Over All Kinds Of Roads Never Behind Schedule Never in Trouble

The Hupmobile Again Demonstrates Its Marvelous Efficiency

Any "Hup" Can Do Likewise

Every motor car made and sold by the Hupmobile Corporation is capable of performing this same feat, for Hupmobiles are "consistently good." There is no such thing as a "poor Hup," for the factory inspections are so careful, and so thorough, that it is quite impossible for a poor car to get out into the service of an owner.

More than 50 per cent of all Hups made are sold to those who have already owned and driven Hups and know exactly what they are getting. Could there be a more wonderful proof of quality?

A Stock Car All Through

The car that made this record is in every detail of design, construction and equipment, a stock Hupmobile. Even down to the tires regular equipment is used. This makes this wonderful record even more remarkable. Not a single "special" equipment or even adjustment was furnished or made for this great test. The car is exactly like the ones now waiting, at our show rooms, to prove to you maximum luxury and convenience of this "best medium-priced car in the world." We are simply stating facts when we say that we could take any car in our establishment and duplicate this marvelous record.

Let Us Show You--Today

We are anxious that you see, and know, and come to appreciate the wonderful efficiency of this great automobile. We want you to take a ride in it—to drive it—to put it through the most severe test you can think of. We promise you in advance that it will come through with flying colors, but we are willing, even anxious, to let you be the judge. Come in today and let us show you, or phone and we will come to you—any place you may suggest. Our idea is this: If we can have an opportunity of demonstrating the Hupmobile to you before you buy another make, you will certainly buy a Hup. Its superiority is so plain that any many—or any woman—can see it immediately.

Distributors for the World's Best Medium-Priced Motor Car

The HUPMOBILE

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