ALL SECTIONS PROSPEROUS, SAYS GEORGE L. WELLMAN

Orders for Studebaker Cars in Corn and Cotton Belt Sections Eclipse All Other Years.

George L. Willman, assistant sales and advertising manager for the Studebaker Corporation, has returned from visiting the larger distributing agencies for Studebaker in the Middle West and Southwest. Mr. Willman took advantage of every opportunity for sizing up the business situation of the different territories and comparing in his investigations what he could hear and see.

"Nothing," said Mr. Willman, "could apparently have been more pleasing to the agencies I visited than the telegraphic message that were sent from the Detroit factories to Studebaker representatives that September had proven to be the greatest month for the production of cars in the history of Studebaker. Dealers who have already gone above their contracts told me that with the assurance Studebaker could promptly take care of additional orders within a reasonable time, they would now book orders which require little more proceeding than that of signing up.

"This condition with the automobile business, and prevailing as it seemingly does with other lines, can indicate only that these United States of America are riding on the crest of a wave of unprecedented prosperity. Insofar as I can recall, it is the first time in the history of this country that every part of it has been prosperous at the same time. I have been all through the corn belt, and this year's crop will be the most valuable the country has ever produced. The frost which came, per schedule, was so light that its effect was helpful more than anything else.

"The cotton crop may not come up to its usual size, but the price is right for the planter, which is more consoling than an overproduction. It is simply a case of every one of the forty-eight States congratulating one another on bright skies and sunshine, and 'business is good, thank you,' all around.

"Advertising has been the most potent factor in pulling business through the slough of despond," continued Mr. Willman.

"When one stops to think it over, can they recall any time when the newspapers carried more advertising than was the case during the period of depression?"

Going further into a discussion of the subject of advertising, Mr. Willman said: "In direct sales, newspaper advertising is the best medium. Of course, we use the big national magazines, but we do that to introduce our product, to gain for it the confidence of the nation as a whole. But for immediate, direct sales in a given community, we go direct to the newspapers. When we spend a certain amount in a magazine advertising campaign we see no immediate result in actual sales, but if we spend a like amount with the daily newspapers, our sales leap. The newspaper brings home an article to the reader, it makes a direct specific intimate appeal. The magazine advertisement only gives impression, but sales are usually the result of the perusal of a newspaper advertisement."

NUTRITIOUS COWS' MILK AND OTHER COMMON FOODS

(Continued from First Page.)

material on a calorie basis as one quart of sweet milk. Professor Hunter has furnished the Times-Dispatch with a carefully prepared table giving the weights, the cost and the constituents of the various foods, and from that table the information that every one should have is taken and put in shape so that it can be well understood, and that without going to the trouble to study out the table.

Bear in mind that the cost of a quart of milk is eight cents, that being the price for it in all parts of Virginia. According to the facts ascertained by the scientists and doctors who have given the matter all the study it demands, and as incorporated in Professor Hunter's table, a quart of milk that costs eight cents contains as much nutriment or food matter, for the human system as twelve cents' worth of cocoa, as ten cents' worth of chocolace, as thirteen cents' worth of English walnuts, as fifteen cents' worth of bananas, as twenty-six and half cents' worth of oranges, as sixty cents' worth of mushrooms, as thirty-five cents' worth of tomatoes, as seventy cents' worth spinach, as $1.01 worth of lettuce, as fifty and a half cents' worth of celery, as fifteen cents' worth of cabbage, as thirty-six cents' worth of string beans, as twelve cents' worth of canned baked beans.

SOME THINGS THAT FURNISH MORE NUTRIMENT

So much for the nutriment value of milk compared with some of the fruits and vegetables. A quart of milk that can be had for eight cents has as much life preserving nutriment as twenty-two and a half cents' worth of Virginia oysters, as much as thirty-five cents' worth of cod fish, as much as fourteen and a half cents' worth of salt cod fish, as much as has fifteen cents' worth of beef round, and as much as has twenty-two and half cents' worth of eggs. These are only a few of the articles we eat every day that are far inferior to milk in the matter of nutriment.

The table gives a number of articles that furnish more nutriment for their cost than one quart of milk. Five and a half cents' worth of the despised peanut butter furnishes as much nutriment as eight cents' worth of milk, and so will the same cost of prepared cocoanut. Five cents' worth of apples contain as much nutriment as a quart of milk and the following common articles compare with eight cents' worth of milk in the ratio named: raisins six and a half cents' worth, onions seven cents' worth, turnips five and a half cents' worth, Irish potatoes four cents' worth, dried beans three cents' worth, white bread four cents' worth, cream cheese seven and a half cents' worth, and condensed milk seven cents' worth. The fact that will most surprise some readers, especially those who live up North, is that one and two tenths of a cents' worth of corn meal has the same nutriment for grown people as a quart of sweet milk, and, of course by the same calculation, less than one and one-fourth cents' worth of the plebeian bread will go as far in sustaining human life as seventy-two and half cents' worth of the much lauded oyster.

WAR BETWEEN STATES WAS FOUGHT AROUND PETERSBURG

Forty Miles of Breastworks Protected Blockade City During Ten Months of Desperate Siege.

The War Between the States was fought to a finish on the lines before Petersburg, and the surrender of all the armies of the Confederacy followed as a logical sequence of results in the vicinity.

The city's distinction in the War Between the States rests not so much on the number of great battles fought in the efforts of the Federal army to capture Petersburg, or on the number of killed and wounded of the contending armies in the long and dreary siege of ten months, as on the importance of the achievements and the decisive results of the military operations which culminated in the overthrow and destruction of the Southern Confederacy.

Among the points of historical interest in or near Petersburg are:

Blandford Church, established in 1737.

Site of Fort Henry, built in 1813.

Headquarters of Revolutionary generals, and of Generals Cornwallis and Phillips.

Dunn's Hill, from which General Lafayette shelled General Phillips.

Monument to Captain McRae, of the War of 1812.

Crater Battlefield, scene of one of the fiercest and most extraordinary battles in the world's history.

Headquarters of Generals Lee, Hill and Beauregard.

Last meeting place of President Lincoln and General Grant.

Confederate and National Cemeteries.

Numerous forts showing outline of forty miles of breastworks about Petersburg, during the War Between the States.

"Tabbing" the New Drivers.

Turner & Riley, of Caro, Mich., kept close track for a year of the expense sheets of ten buyers of new Maxwell cars. Every one of the buyers was a novice. The average expense was slightly less than $5, a large share of this sum being for tools and other equipment lost or mislaid.

THREE BANKS HANDLE SAVINGS DEPOSITS

Employ Bookkeepers Speaking Several Languages—National Bank Has Secured Charter.

One bank in Hopewell, which opened its doors three months ago with a capital of $25,000, already has a surplus of $2,500 and deposits of more than $200,000. Another institution in the City Point section, opened later, shows a condition which compares favorably with that of the institution first in the field. A third bank will open in a few days.

The need of banking facilities for Hopewell was emphasized early by reason of the fact that employees of the Du Pont plant were compelled to pay a heavy discount in order to get their checks cashed. Speculators made big money by having the cash on hand at the powder ... on pay day, and the bank afforded the men an opportunity to cash their checks at a nominal rate.

With three banks in operation, it is believed by financial men that the banking situation will be well taken care of. However, the Comptroller of the Currency has granted a charter to a national bank, backed by Roanoke capitalists, but no definite steps have been taken to put the institution in the field.

The bank in the business section of Hopewell employs bookkeepers of several different nationalities in order to handle the trade. They have an American or two, a Greek, an Italian and a Russian, as well as a man who speaks German.

E. B. Walters, one of the bank presidents, said a few days ago that in his opinion the foreigners in Hopewell ad concealed about their persons more than $300,000. They are dubious of banks at the start, and it takes time to educate them as to the value of these institutions for saving purposes. Mr. Walters, who is well known in banking circles in Washington and Virginia, expressed the opinion that the future of Hopewell is exceedingly bright.

VOTE ON PREPAREDNESS

Chamber of Commerce of United States Will Ask Expression by All Its Members.

[Special to The Times-Dispatch.]

WASHINGTON, October 30.—The Chamber of Commerce of the United States contemplates a referendum of the commercial and trade bodies of the country on the subject of the national defense, Elliott H. Goodwin, general secretary of the chamber, said to-day.

"The subject unquestionably is engaging the attention of the country, and is likely to be under continued discussion in Congress this winter."

Officers of the organization look for an attendance at the February meeting in Washington of between 1,000 and 1,200 of the leaders in all lines of industry and finance throughout the country. A vote of the body in support of military preparedness would correctly interpret the sentiment of the entire country.

Shannon G. Less in Denver.

Friends of Shannon G. Less, formerly sales manager for the Jones Motor Car Company, Inc., of Richmond, will be pleased to learn that he has located in Denver, Colo., where he is sales manager for the Charles E. Cole Corporation, Colorado and Wyoming distributors for the Detroit Jewel cars.

CROSSING POLICEMAN IS MOTOR CAR CRITIC

Observes All Strong and Weak Points of Different Makers From Critical Angle.

In the present era of long distance automobile racing, Official Starter Fred J. Wagner is a busy man if he sends away three fields in a month.

To the average crossing policeman in any big American city, a job like this would seem like nothing to do. For there isn't a day goes by during which, acting in his official capacity, the cop doesn't start at least a hundred dashes, with fields ranging from four to twenty or more cars competing.

Just as the star professionals in Wagner's fields jockey for position and employ all their skill to get the best of the getaway, so maneuver the pilots of the roadsters and touring cars that line up for the blue-coated officer of the law. Most of them are as anxious to get the jump on the other fellow as if there was $20,000 waiting for them at the next crossing.

With such opportunities, it is no wonder that the crossing policeman becomes a good judge of automobiles and on intimate terms with their characteristics. His ideal is the car that day in and day out shows ahead of the rest in the dash that starts with the toot of his whistle. Now and then he becomes himself a motorist as did Traffic Officer Guy McAfee, of the Los Angeles squad, who appeared one day at the Maxwell agency and demanded to know what sort of gasoline they were using to make the new 1916 models so brisk in the crossing dashes.

An oblivious salesman showed the officer that the car could do it all on the simple product.

"I've been watching 'em for some time," commented McAfee. "Now I'm going to own one. If anybody hits me past my mate when I'm off duty it'll be my fault and not the car's, for there's something about these babies that acts like pep."

Up to date McAfee hasn't lost a bet. It is his chief delight to show his fellow Los Angeles motorists how a good driver and a good car work together in the traffic.

UNDERWOOD ON DEFENSE

Will Take Opinion of Experts Largely Into Consideration in Shaping Final Opinion.

WASHINGTON, October 30.—Oscar W. Underwood, Senator-elect from Alabama, said yesterday, in discussion of the national defense, that he would wait until the army and navy experts themselves had reached their conclusions and presented them to Congress before expressing his views on the subject.

The new Senator declared that he favored a reasonable national defense, although he was not prepared now to say what he meant by that term, adding that he was not an expert on these matters.

"I am approaching the subject," he said, "in such a way that I will be able to take the opinions of the experts largely into consideration in shaping a final opinion." He added that Congress would now be in a better position to deal with the subjects by profiting from lessons of the European war.

Mixing War and Business.

E. W. Davenport, the Maxwell export manager, is now in Europe, where he went in response to a cablegram stating the presence in Paris for the first time in months of the Maxwell distributor in France, who is back wounded from the western battle front and is able to again devote attention to his business.

One Among Many.

Among the out-of-state automobiles seen in Richmond this week was a car bearing the New Jersey license tag No. 50612. It was a low roadster and was equipped for long travel. While it rested in front of a 13th Street mercantile house the members of the party spent several hours shopping. It was one of many out-of-State cars which have caused the distribution of money in Richmond recently. The amount would be greatly increased were the roads of the State in better condition for travel.

STOCK MODEL SAXON "SIX" WINS FIFTEEN-MILE RACE

Driven by M. A. Croker at Waterloo. The possibilities of six-cylinder cars of Seventeen Cars.

The possibilities of six-cylinder cars in automobile racing were proven by the Saxon "Six," driven by M. A. Croker, which carried first honors in a fifteen-mile free for all race, round a half-mile dirt track at Waterloo, Iowa. The Saxon competed against seventeen other cars of four, six and eight-cylinder types, most of which were higher in price. With two exceptions the competing cars were specially built for racing, while the winning Saxon was a stock model. The distance of fifteen miles was covered in seventeen minutes and twelve seconds, conceded to be remarkably fast time on a half-mile dirt track circuit.

For the greater part of the race several of the flyers were closely bunched. Two miles from the finish, Croker, who had been holding back, stepped on the throttle and gradually passed one after another until he forged into the lead. From then on to the finish his Saxon "Six" was never headed, and finished with the advantage of a comfortable margin.

The same Saxon which showed this remarkable burst of speed at Waterloo previously gained three other victories in the East and Middle West. It captured the hill climbing contest at Stamford, Connecticut, negotiating a 15 per cent grade for a distance of close to one mile in one minute two and one-fifth seconds, and winning out over a field of four other competitors.

Second place was taken at the Uniontown, Pa., hill climbing event, seven cars being entered. One of the feats of the Saxon was to defeat Ralph de Palma, who drove his Hispano racing car. Shortly after, at Lafayette, Ind., this Saxon sped up a 1,600-foot course with a 14 per cent grade part of the way in the fast time of twenty and one-half seconds and took second place. All of the other cars entered were special racing models, the Saxon being a stock car.

STRAUSS IS HONORED

Thousands of Enthusiasts Cheer Great Composer When He Conducts for His Latest Work.

[Special Cable to The Times-Dispatch.]

BERLIN, October 30.—Berlin's interest is not entirely absorbed by military and political affairs. Thursday several thousand enthusiasts cheered Richard Strauss, the world's greatest composer, when he conducted at the rendition for the first time of his latest composition, called the "Alpine Symphony," in the big Philharmonic Hall. The executants were the Royal Dresden Orchestra, to whom the work is dedicated.

While in musical ideas nothing startingly new is offered, the new composition abounds in most brilliantly executed orchestral effects, picturing a climb in the Alps.

His descriptive music is immediately appealing to the ear and is easily comprehensible.

The Dresden Orchestra covered itself with glory, sharing success with the composer.

MRS. JOHNSON SENTENCED

Woman Who Represented Herself as Widow of Henry M. Flagler Gets From Three to Nine Years.

NEW YORK, October 30.—Mrs. Zorah Emma Johnson, an elderly woman, who, by representing herself as the widow of Henry M. Flagler, late Standard Oil millionaire, procured from Frank J. Mahoney, a telephone operator, his savings and all he could borrow from relatives, a total of about $5,200, was sentenced yesterday by Judge Mulqueen to serve from three to nine years in Auburn Prison.

At Mrs. Johnson's trial Mahoney testified that he gave the money on her representation that she was Mrs. Flagler and would make him her private secretary at $20,000 a year. He was to receive also a bonus of $100,000 when the defendant's mythical castle in Spain materialized.

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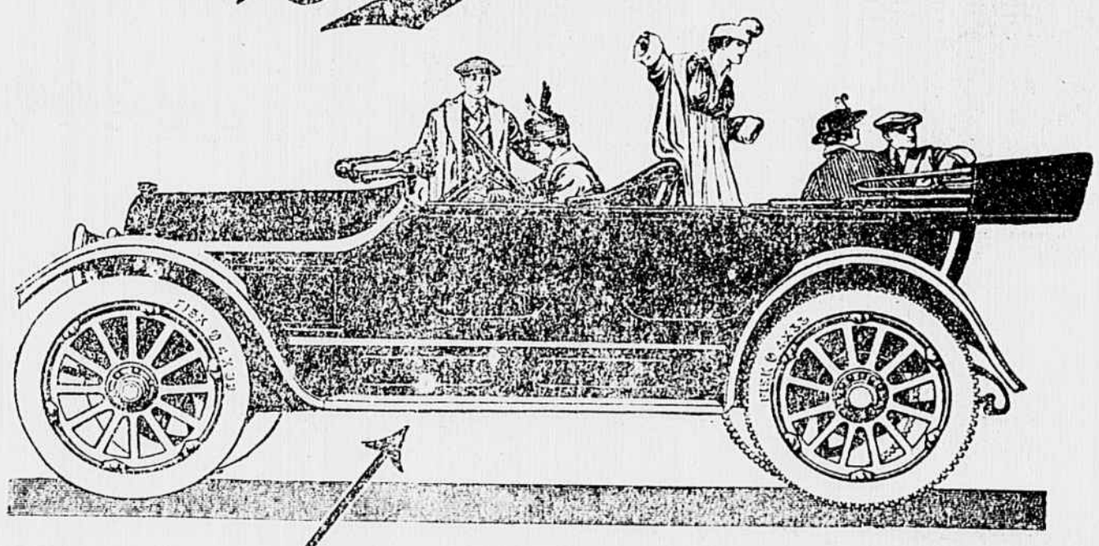

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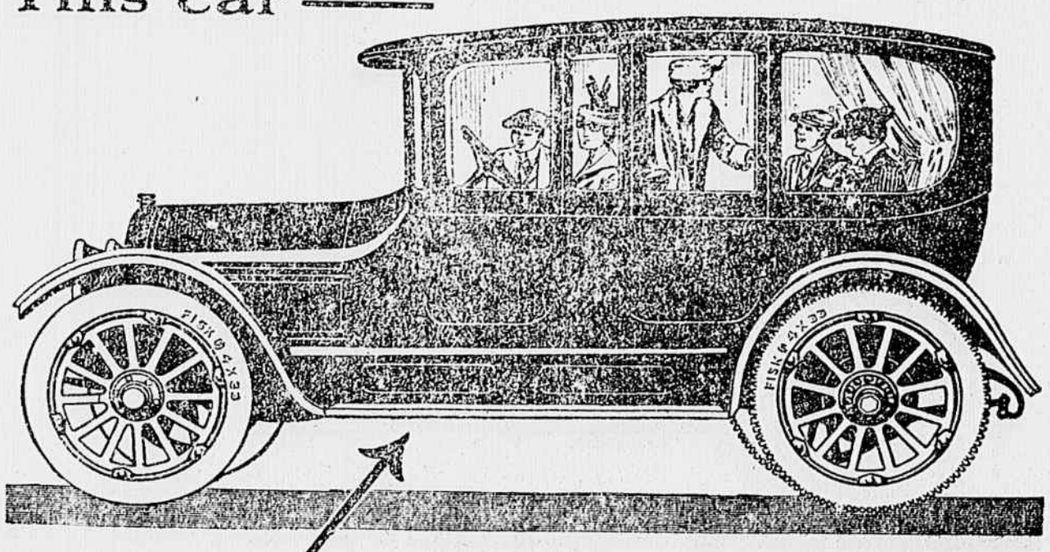

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See the Overland dealer and ask him to show you the Model 83 with the Limousine Top.

Have him furnish one of these Limousine Tops with your car.

Or, if you already own a Model 83, he will supply you with a Limousine Top for it for $200.

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