

DODGE BROTHERS

CLOSED CAR

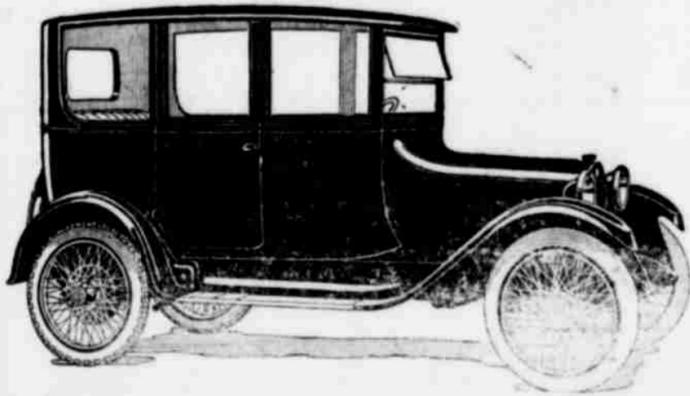
A Market That Steadily Renews Itself

It does not look as though the market for this car could ever be entirely satisfied. That sounds like a strange statement, but there is a sound reason for making it. A shortage has continued, now, for two years and a half, in the face of a large and steady increase in output.

(The shortage may not be local, or sectional, or seasonal but it is national, universal and continuous.) Unlimited production is not consistent with Dodge Brothers scrupulous methods of manufacture. They must always give to their car that over-care which the public expects from them. It is the root, and the source, and the reason for that very steadiness of demand we are describing. They will never go beyond a production point which might place their reputation in jeopardy. A more remarkable recognition of merit on the part of the public it would be difficult to conceive. Every increase in production is comfortably absorbed in an increased market. The works in which the car is produced have grown till they are almost a city in themselves. But when the satisfaction of the market seems to be in sight, the horizon of that market widens and draws itself still farther away.

The reason for it all is so simple that it sounds almost absurd. That simple reason is that the goodness of the car is seldom called into question. The thoughts about it are the same thoughts in thousands of minds. The market grows by what it feeds on—and what it feeds on is the performance of the car. Deep and abounding satisfaction surrounds the sale and the use of practically every car that leaves the works.

Dodge Brothers are among the largest producers in the world. But they will never imperil their production by sacrificing quality to mere quantity. For that reason we believe the condition will always be what it is now. We believe the goodness of the car will always produce a demand it will be impossible to entirely supply.



Duffer-Cox Motor Company

Incorporated.

Telephone 238 Seventh and Liberty Streets Hopkinsville, Ky.

NICE BUSINESS BEING DONE

FORBES MANUFACTURING COMPANY DOES BIG AUTO ACCESSORY BUSINESS.

Notwithstanding the fact that the Forbes Mfg. Co. has, for several years, been engaged in almost every line of business conducted in the county no one line has ever proven more popular than the line of automobile and motorcycle accessories added about a year or so ago and which is carried in the Hardware De-

partment on Main street. As a leader for this line the company has secured the agency for the Federal Rugged Tread Tires manufactured by the Federal Rubber Co., and a complete line is carried in stock at all times. This is considered one of the very best lines of auto tires now being manufactured.

A full line of accessories and repair parts is also carried in stock with particular attention given to Ford parts.

The accessibility of the location and the splendid management behind this department to push it, it should soon increase the business in this line and make it second to none in the country.

Tweeds are popular again, also serge, tricotine, gabardine and Poiret twill.

Illinois will celebrate its centennial December 3, 1918.

MOTOR TRUCKS FORCING HORSE INTO OBLIVION

The war has given the horse a new lease on life in the losing battle which that animal is waging to prevent the automobile from forcing it into oblivion along with the pterodactyl and mastodon.

Three years ago the number of horses in America began to dwindle and last year no less a partisan of the horse than the Secretary of Agriculture said in his annual report: "Slowly but surely the auto truck is driving dray horses from the city streets. Already the automobile has effectually put the driving horse off the country roads. The farm demand for several years has been the mainstay of the horse market."

But just at the moment that the automobile had the horse dangling over the ropes ready to sag under the finishing wallop, America entered the war, and under the stimulating effect of a heavy demand for cavalry horses and for increased motive power throughout the nation, tired Mr. Equus got back his wind and now is battling away with all four feet determined to last out several more rounds.

Horse Is Big Eater.

One automobile enthusiast has pointed out that the horse eats so much that there would be an immediate demand for his destruction were it possible to replace him quickly for the work which must be done. By way of statistics this enthusiast points out that while only 60,000,000 acres of farm lands in this country are devoted to wheat growing, 41,000,000 acres are given up to oats and 54,000,000 acres to hay, two articles of diet which are essentially horsefeed. Ninety-five million acres for horsefeed and only sixty million for wheat in these times, when every acre counts, shows altogether too much favoritism to the horse, in this man's opinion.

Having practically vanquished the horse in the field of passenger transportation, the automobile is now taking a new line of attack by making a strong bid for supremacy in the

field of truck transportation.

A statistician of the United States Tire Company estimates that nearly a million and a half truck tires are now in use on commercial vehicles in this country. The trucks in use have already supplanted more than a million horses, and it is safe to say that when the war is over and there is a surplusage of motive power, the auto trucks will stay and the horses will go. The same may be said of the farm tractors which appear to be destined for an important place on the farm at the expense of the horse.

The motor truck easily demonstrates its superiority over the horse-drawn truck in the present national emergency in which the automobile has been called on to help out the railroads.

OVERLAND RECORDS PROVE THAT PHYSICIANS FAVOR CLOSED CARS.

A study of the sales records of Willys-Overland, Inc., reveals many interesting facts in connection with the growing business uses of the motor car. It is an established fact that the farmer has been one of the largest purchasers of the automobiles and now it has been conservatively estimated that 63 per cent of the automobile ownership is confined to the rural districts including towns of less than 5,000 population. But there were other trades and professions which have found the automobile to be indispensable in the effective handling of their business.

A striking example of this is the medical profession. The physicians are found among the pioneer and most consistent buyers of passenger cars in the United States almost from the inception of the industry. The very nature of their business makes the use of the automobile imperative. The physician appreciates the time-saving qualities of the automobile. Emergency calls allow him no choice of time or season. There are thousands in the medical profession whose continual use of Overland cars is shown by the records of the Willys-Overland Company. While some of these men are buying the open type

of car, the convertible or closed cars are much in the predominance. Among the cars which are particularly popular with the physician are the Overland light six coupe and the Model 90 Sedan.

The construction of the cars quickly adaptable to every weather condition and maintaining an equable temperature throughout the round of seasons by quickly and easily changing closed protection to open ventilation and clear vision, make them primarily the most acceptable for the daily work and recreation of

the physician. Upon the health of the physician his patients are dependent. It is, therefore, important for him to safeguard his own health from the rigors of both winter sleet and snow and summer heat and showers. All this he finds with the simple and easy Overland closed cars. Snug-fitting windows quickly make them impervious to biting winds or driving rains, sleet or snow, or almost instantly they may be removed to admit the balmy breezes of spring or summer.

The Thrift Car

Overland

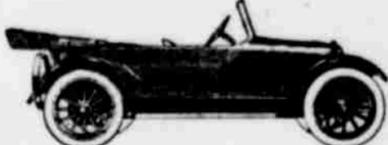
There are five things to consider when you buy a motor car—

Appearance
Performance
Comfort
Service
Price

Owners who have bought the Overland Model 90 have not been worried about any of these things.

Remember this when you decide to buy your car

Light Four Model 90 Touring Car 8822
1/2 x 3/4" Standard Motor Oil is Always Better



HAMMOND & McDONALD
Cor. Virginia & 12th Sts.
Hopkinsville, Ky.
Phone 234.

Auto Supplies Our Specialty

You can find what you want here---and the quality is right along with the price. We've been selling auto supplies (in stock) over three years and our experience will help you.



- Goodyear and Mohawk Tires
- Splitdorf Plugs
- Rid-o-Skid Chains
- Stewart's Warning Signals
- Rose Pumps
- Leath-R-Nu Finishes
- Badger Pumps
- Auto Paints

Special Prices on United States Nobby Tread Tires---Ford Size Only.

NOW IS YOUR OPPORTUNITY---STOCK LIMITED

SPECIALS FOR FORDS

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Regular Size, Heavy Japanned Complete with Lock and Key.
SPECIAL PRICE \$1.75
 - Ford Headlight Bulbs - 29c** **Champion X Plugs - 59c** **Ford Cut Outs - 68c**
 - Ford 3 1-2 Rubber Tip Wing Patch - 39c** **Shaler 5 Min. Vulcanizers - \$1.35**
 - MEDIUM VEEDOL FOR FORDS.**
 - Special---5 Gal. Cans - \$3.75** **Ford Wrenches, Complete Set, - \$2.75**
- Come to our store and see our full line of Parts and Accessories. You can find many things that will save you money and time.

Cayce-Yost Co.

INCORPORATED
FARM EQUIPMENT STORE

Town Gossip and True Facts

Autoists are fast learning to appreciate the store where they can get supplies and accessories that will give entire satisfaction—from a firm standing right behind their guarantee.

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If we can't save you money and give you better satisfaction for every dollar spent with us, then we don't deserve your business.

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