



### TRUCK EXHIBITS BIG FEATURE OF MOTOR CAR SHOW

Twice as Many Exhibitors to Show Models This Year as Last; Farmers See the Light.

The truck exhibit will be one of the most interesting features of the Thirtieth Annual Omaha Auto show, which will be held at the Auditorium February 25 to March 2.

Just twice as many exhibitors have signed for space in the truck display this year as last. The exhibit will be in the downstairs room of the Auditorium instead of in a specially built shed this year, too.

Every inch of space has been taken and everything from a light delivery car with a capacity of a few hundred pounds to the huge trucks which carry several tons will be shown.

Truck exhibitors are making bigger efforts this year than ever before to stage attractive exhibits, and not only will a great variety of truck motors be shown, but special attention is being paid to utility bodies, many of which will appeal especially to the farm trade.

#### Farmers Interested.

Up to this last year comparatively few farmers have made use of trucks but during this present year, there has apparently been a wave of enthusiasm sweep over this territory in regard to trucks, and the number of trucks in use among the farmers has increased very rapidly. The sale of trucks has been very largely increased by the recent traffic situation as farmers have discovered that they can move their crops and cattle to nearby towns by motor truck much better and much more certainly than by train. One truck dealer who up to this last year had sold possibly 90 per cent of his trucks here in Omaha, sold almost that proportion of his output in the farm districts this year. Naturally the dealers throughout the territory have become wise to the situation and they will be especially interested in this feature of the show.

As regards the city, merchandisers are placed in two classes, those who are using trucks and those who are figuring on doing so. The recent traffic conditions have been largely instrumental in hastening action and many jobbers are planning to make at least nearby hauls by truck rather than trusting to train service.

### HONOLULU HIT HARD BY UNCLE SAM'S RULINGS

Honolulu's riding public is confronted with a serious crisis, report representatives of the B. F. Goodrich Rubber company, as the result of a government embargo tabooring, for the present, shipments of automobiles to the Hawaiian Isles. The "sea Paradise" at a time when large orders were being placed and the stock was low. It is reported that approximately 1,000 automobiles are now on the wharves of San Francisco and authorities are contemplating shipping them back to factories unless the cloud lifts soon. Even should the government lift the embargo soon, it is said, Honolulu's chances of getting automobiles are as dim as with the edict in force because of the removal by the government of the regular steamship service and the substitution of two coastwise steamers whose hatches are too small to accept automobiles. Meantime, prices on second hand cars have soared and dealers fortunate enough to have on hand a good supply of used automobiles are reaping a harvest. Goodrich representatives report that some distributors have been waiting three months for cars from American factories and with the rail congestion, the ship congestion and the embargo they see no immediate hope of shipments for several months to come. Uncle Sam's definition of luxuries brought automobiles for the Hawaiian Isles into the barred zone. Pleasure cars were classed for the time being as non-essentials in the group controlled by Uncle Sam.

### Changstrom Looks for Enormous Truck Business

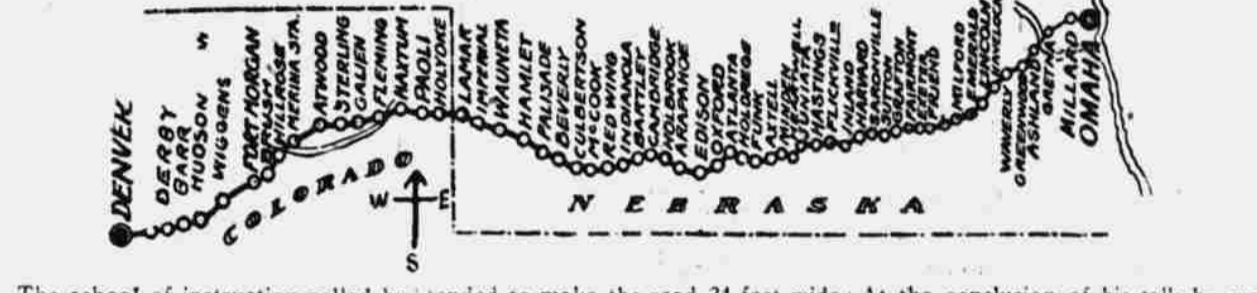
"The truck manufacturers in and about Chicago accomplished much during the recent Chicago automobile show," asserts Carl Changstrom of the Standard Motor Car company.

"It seemed to me that each of the dealers from various sections of the country had a different enthusiastic tale to tell and one could not help being impressed with the volume of business which truck manufacturers and dealers expect from the west." "During my visit," asserts Mr. Changstrom, "I placed orders for 50 of the new DeLancey trucks to be shipped as soon as equipment can be secured. This is an initial order and we, like others, anticipate an enormous truck business."

### Marmon Show Cars to Be Duplicated in Omaha

During the Chicago show arrangements were made by H. Pelton to secure duplicates of the Marmon cars shown at the Chicago automobile show. The roadster and the touring car with a Victoria top, both special color jobs, attracted a great deal of attention and won favor among the most critical.

## Omaha-Lincoln-Denver Highway Men Hold School of Instruction at McCook



The school of instruction called by the Omaha-Lincoln-Denver Highway association met at McCook, Neb., last Monday at the Commercial club rooms, with 55 delegates present from the states of Nebraska and Colorado. Secretary S. E. Smyth of the Omaha Automobile club and E. E. Summers of the Denver Tourist bureau were also in attendance. Most of the delegates were county road commissioners or supervisors.

The meeting was called to order by C. H. Roper of Lincoln, president of the association, who explained that it had been called primarily to discuss the conditions and needs of the Omaha-Lincoln-Denver highway and its branches or feeders which were to be built with some aid from the federal government. He then introduced State Engineer George E. Johnson of Lincoln, who took up the problems of road building at great length and responded to many questions from the delegates who raised points connected with the various sections of the highway over which they had charge.

Mr. Johnson stated that the great highway was about one-third completed and that its total length was 618 miles as laid out by way of the new Burlington cut-off from Fort Morgan, Colo., that there remained untouched a stretch of about 12 miles only. He said the most important thing was to regulate the grade to a very small percentage and to properly set bridges and culverts. It was intended to make the road 24 feet wide between shoulders and with federal aid to establish a uniform grade with good drainage and surfacing. It was intended to make it a 365-day dirt road that would be inexpensive in upkeep. There was no present intention to oil the road.

### STATE RANKS HIGH IN AUTO OWNERSHIP

Nebraska Has Almost Enough Cars to Transport Whole Population in One Trip; First Among States.

If the entire state of Nebraska wished to migrate on short notice there are almost enough autos in the state to transport the entire population in one trip. The Bureau of Publicity of the Omaha Commercial club issues the following figures which show the per capita auto ownership of all states licensing 100,000 or more autos, also several states having less autos, but whose per capita ownership is a car to every 15 or less people:

State	Population	No. of Autos	Per Cap. Car
Nebraska	1,277,750	148,100	8.7
Iowa	2,558,956	281,408	9.1
California	2,943,343	297,386	10.0
South Dakota	707,740	67,154	10.5
Montana	466,214	47,742	10.9
Kansas	1,840,707	169,909	11.4
Minnesota	2,296,024	199,099	11.6
North Dakota	752,269	62,994	11.9
Arizona	259,606	19,390	12.1
Michigan	3,024,660	226,880	13.6
Colorado	975,190	68,800	14.2
Wyoming	152,254	12,112	14.3
Indiana	2,826,154	192,195	14.7
Ohio	5,131,220	346,915	14.9
Wisconsin	2,533,738	144,534	15.3
Illinois	5,191,026	240,291	18.2
New Jersey	2,981,105	153,215	19.4
Massachusetts	2,747,064	174,274	20.9
Oklahoma	1,245,968	102,363	21.9
Missouri	3,420,143	154,998	22.7
Texas	4,472,494	194,740	22.9
New York	10,565,778	408,412	25.6
Pennsylvania	5,531,029	225,158	26.4

The following is a similar table for the state of Nebraska showing the counties in which the most autos per capita are owned:

State	Population	No. of Autos	Per Cap. Car
Deuel	2,447	614	4.8
Cheyenne	5,848	1,193	5.7
Polk	10,521	1,846	5.7
Phelps	10,451	1,791	5.8
Goose	4,932	834	5.9
Butler	15,403	2,567	6.0
Hamilton	13,554	2,264	6.0
Kimball	3,806	468	6.0
Perkins	3,202	537	6.0
Seward	16,044	2,639	6.1
Hays	9,232	499	6.5
Saunders	21,179	3,222	6.6
Washington	12,738	1,916	6.6
Burt	12,726	1,888	6.7
Stanton	2,967	1,185	6.7
Banner	1,684	247	6.8
Cuming	12,782	2,015	6.8
Wayne	10,748	1,578	6.9

Douglas county, including Omaha, has one auto to every 14.6 persons.

### Ernest F. Pickering Receives Ajax Promotion

Announcement is made of Ernest F. Pickering's promotion to be Pacific coast sales manager of the Ajax Rubber company, Inc., with headquarters in San Francisco.

Mr. Pickering has been supervisor of Ajax tires sales in Nebraska and the Dakotas and is one of the oldest members, in term of service, of the Ajax Rubber company, Inc., so his advancement to a position of large responsibility is a well merited promotion.

Charles B. Kieffer, associated with Mr. Pickering in the Omaha territory, has been named as supervisor to succeed Mr. Pickering.

The appointment of Mr. Pickering as the Pacific coast sales manager and of Mr. Kieffer as the Omaha supervisor are in line with the company's policy of making promotions within the organization.

### Cannon to Make Known His Plans Very Soon

H. H. Cannon returned Saturday from the Chicago Auto show and is very much enthused regarding the truck outlook for the coming season. Cannon promises the automobile followers a surprise in the way of an announcement very soon.

At the conclusion of his talk he was warmly thanked by the road men present, who declared that they had gained much from it to help them in their work.

The executive committee of the association held a short session after the close of the school of instruction and set the place and date for the next convention of the association at Hastings, Neb., May 14.

He showed a number of stereoscopic views of bridge, concrete and road work, which he explained in detail.

### AUTO TRUCK IDEAL FOR WORK ON FARM

Californian Says Day Not Far Distant When Motor Will Be Absolutely Necessary for Success.

"A farmer without a motor truck is simply making a fatal mistake," declares H. E. Cowell, 915 Tenth street, Modesto, Cal., after he had used a Maxwell one-ton truck on his California ranch.

"From an economical standpoint the truck upkeep is trifling compared to feeding the amount of stock and maintaining equipment necessary to duplicate it in actual service and general farm work. I am provoked at myself now for having delayed in recognizing the value of the motor truck when that farm vehicle was in its infancy."

Mr. Cowell believes the day is not

far distant when all short hauls will be by auto trucks. He predicts that rural side tracks will practically be abandoned, in the near future and that auto trucks will haul the farm products to more central points for immediate shipment to their destination.

"Such a system," says Cowell, "will solve the transportation problem almost overnight, for it will release thousands of cars in every division for transcontinental hauls. Where good roads exist the motor trucks can be operated at a minimum cost."

"The wonder is that farmers, most of whom are shrewd, calculating men, have not grasped the truck idea long ago." Cowell says the truck he purchased is giving him far greater satisfaction than he expected. The industry will in the very near future have motor trucks on every farm.

### Police Court Adjourns Out of Respect for Dead Detective

Police court was adjourned between the hours of 10 and 11 Saturday morning out of respect for Detective Frank Rooney.

### New Grant Model Makes Hit With Knowing Motor Buyers

One of the 1918 models that is bound to prove widely popular in Omaha this year is the new Grant Six.

The new Grant is a masterpiece and is the crowning achievement of a factory that has been noted for producing any number of selling models. The Lininger Implement company, Omaha representatives of the Grant, believe it will be one of the most popular selling numbers in Omaha this year and expects to create nothing short of a sensation when it is displayed at the Omaha show.

This latest Grant model is distinctly different. Its lines are of new and more attractive design, the equipment is complete and the furnishings rich. The motor is said to have an exceptionally wide range of speed and to be a great fuel saver despite the poor grade of gasoline now being sold.

Many striking models have been manufactured for 1918 distribution by the various big motor factories of the country, but the new Grant runs second to none.

# ANNOUNCING THE NEW MAXWELL DISTRIBUTORS

WE wish to announce that we have been appointed distributors of Maxwell cars and Maxwell trucks for Omaha and surrounding territory. In making this announcement we wish to say that we are thoroughly conversant with the needs and requirements of the automobile dealer, also the prospective buyer. It is our desire and intention to serve all Maxwell dealers and owners in the best possible manner.

Before accepting this agency we made a very thorough investigation of the Maxwell car and truck, and it is our judgment that there are no better values to be had.

Every department of this organization will be in charge of the most competent help available. We know that any business must depend upon its satisfied customers for success.

#### THE CAR:

The Maxwell car has proven its value both in economy of operation and in lasting qualities. Nowhere will you find a better value at the price.

#### PRICE:

- Touring Car - - - - - \$745
- Touring Car (with all weather top) - - - - - \$855
- Roadster - - - - - \$745
- Roadster (with all weather top) - - - - - \$830
- Sedan - - - - - \$1095
- Truck (1 ton) - - - - - \$985

#### OUR SERVICE

Our service is the best to be had because we have a large, well equipped service station in charge of a man competent to cope with any automobile situation. Our service manager has been with the Maxwell organization for more than five years.

We shall carry a complete stock of parts for both passenger cars and for trucks. Dealers and owners alike will find us excellently equipped to render all manner of co-operation and service.

*Walter Johnson*

## MID-CITY MOTOR & SUPPLY Co.

Distributors

2216-18 Farnam St.

Omaha, Neb.

Tyler 2462