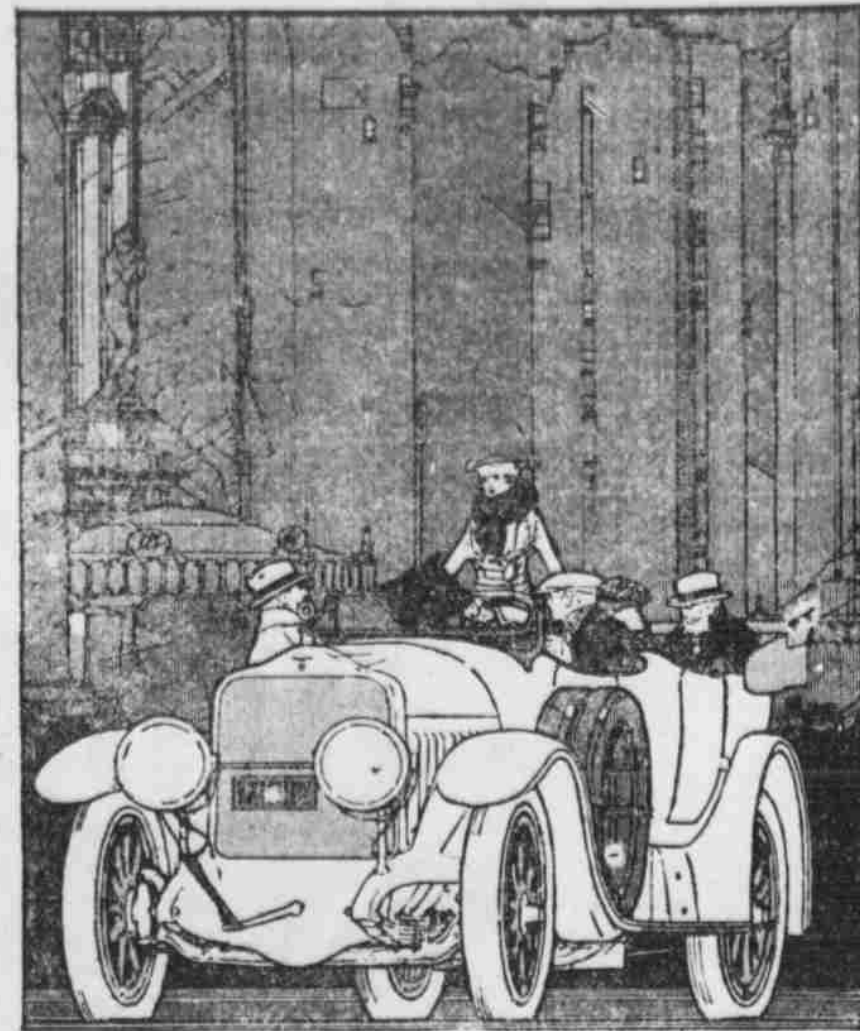
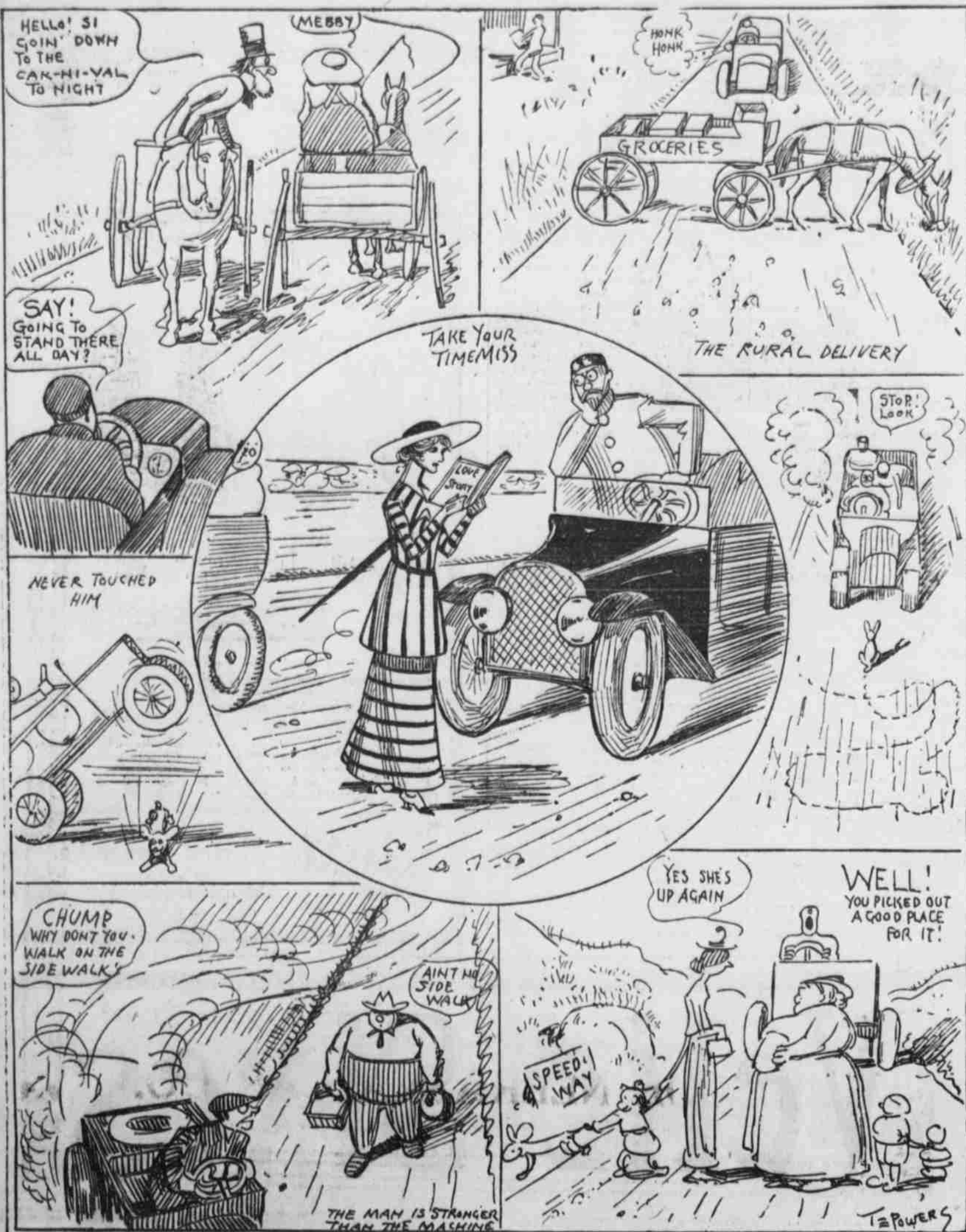


# Speed? Sometimes You're Lucky if You Get a Chance to Crawl.

By T. E. POWERS (Who's a Regular Barney Oldfield--as a Cartoonist)



## White Motor Cars



It is significant that for years past, none of the highest priced cars in this country have made any radical change in the type of their engine nor lowered their price. Conservatism in design and stability of value are marked characteristics of quality. They appeal to a class of owners who will pay the price of unfailing luxurious service and demand that it be proof against complication or experiment.

The White is a conservative product. Innovations have never been permitted to complicate its well known performance, nor price to limit the refinement of its custom made body.

H. PELTON GARAGE,  
2205 Farnam Street,  
And at the Omaha Automobile Show.

### Low Cost Enclosed Car Will Command Attention at Show

The next big step in the automobile business is the all-absorbing topic among manufacturers, dealers and other visitors at the Automobile show.

A few years ago it was a question between full-floating and semi-floating axles. Then came the question of fore-doors or no fore-doors. Starting systems versus the hand-crank next agitated the industry. Then followed debates in the stream-line body versus the old style.

During the last year the multiple cylinder type of motor has commanded wide attention, particularly among the manufacturers themselves.

Whether four cylinders, six cylinders, eight cylinders or twelve are to be used in the car of the future does not seem to agitate the public today nearly as much as deeper questions of quality, comfort and economy. The average man is interested in buying a motor car which will run day in and day out without trouble, which will enable him to take out his family in comfort and without crowding. Whether the car is four or twelve cylinders does not bother his head, so long as his motor runs smoothly and quietly, takes him over the hills easily and enables him to start quickly.

The most interesting development of the year to many people is the arrival of a high-quality, low-cost, enclosed car. Among the cars of this type shown at the Grand Central palace none has attracted more attention than the Jeffery sedan.

It will be remembered by close followers of the business that the first motor sedan was shown by Jeffery four years ago, the first closed car without fore-doors and providing access to the front compartment between divided front seats.

The new Jeffery sedan possesses all the beauty of the original car, which sold at a high price, yet the 1916 product costs only a little over \$2,000 and has a demountable winter top.

The entire car is built in the Jeffery plant, each top tailored expressly to fit the particular body it adorns. In this way all looseness, rattling and squeaking over rough roads has been eliminated. The top fits the car perfectly and no one would ever suspect it could be removed.

Inclosed cars of this quality at prices like these have all had a tremendous effect on the industry. People who never before have driven a winter car are buying this year and enjoying all the luxuries and comforts that were formerly restricted to the owners of automobiles costing from \$2,000 to \$5,000.

### JEFFREY TO MAINTAIN THE QUALITY AT ANY COST

The general trend of the automobile business away from price to quality is evidenced by the large number of manufacturers who are maintaining or even raising their prices.

During the last six months two of the

best-known makers have raised their prices. A canvass among other manufacturers indicates that there will be practically no important reductions during the next four or five months and that in a number of instances the new cars will be of higher price than those sold during the past year.

Mr. Charles T. Jeffery, president of the Thomas B. Jeffery company of Kenosha, Wis., says that the American public has discovered through experience that it takes a certain amount of money to produce a high grade quality automobile that will run without trouble and at low cost over a period of time.

"We have always believed that the American public wanted quality," says Mr. Jeffery. "We have refused to sacrifice quality for price and we will continue to maintain our quality."

### HOSPE HAS AUTO WINDOW IN HONOR OF SHOW WEEK

The A. Hospe company has a unique display window for Auto Show week that is suggestive of the change in transpor-

### Foreign Diplomats' Wives Use Autos

(Correspondence of the Associated Press.) BERLIN, Feb. 10.—The authorities have announced that the wives of foreign diplomats in the capital may use their own or rented automobiles for any purpose whatever—shopping, calling, pleasure driving.

Private automobiles in Berlin have, ever since March, been so extremely limited as to be almost non-existent. A few physicians and others working in the public service have been allowed to run their machines solely for business purposes.

Consequently the sight of luxurious limousines carrying the diplomatic ladies to afternoon teas and to Unter den Linden shops has greatly aroused some people, and complaints have poured in on Police President von Jagow.

The latter has dashed all the hopes of the complainers by ruling that attaches of allied or neutral embassies and ministers are not affected by the rules that bind the rest of Berlin's population.

### White Exhibit at Omaha Exposition Valued at \$30,000

The White automobile exhibit at the Auto show will be one of the most expensive displays ever placed in a big motor exposition. The White exhibit is valued at \$30,000 and includes eight different designs and types of cars.

H. Pelton, Omaha representative for the White, will have the Omaha exhibit. The fact that the White company and Mr. Pelton will place this most expensive display in the Omaha show proves that this big Cleveland concern believes Omaha is one of the great automobile distributing points in the United States and that the Omaha exhibition ranks as one of the leaders.

JUST WHAT SERVICE Are You Getting?

**DELCO**  
Starting  
Lighting  
Ignition

The Word Service Is Abused

Our policy: A few drops of oil, a little water and a few moments each month mean a great deal to your electrical system, and saves future time, money and grief.

All we ask is for you to stop and have the complete electrical system of your car inspected free of charge. Your battery may need a drink.

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"Exide"  
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# The Jeffery

"America's Standard Automobile at a \$1000 Price"



**The first automobile of its quality, size and efficiency to sell at a thousand-dollar price.**

Body, standard seven-passenger Chesterfield type - Front seats, divided - Driver's seat, adjustable - Upholstery, deep real leather - Shipping weight, 2750 pounds - Motor, Jeffery high-speed high-efficiency - Ignition, Bosch magneto - Starting and lighting system, Bijur electric - Equipment complete - Entire car 93% Jeffery-built



STANDARD SEVEN-PASSENGER, \$1035; without Auxiliary Seats, \$1000  
THREE-PASSENGER ROADSTER, \$1000 - SEDAN (Removable Top) \$1165

Price F.O.B. Kenosha, Wisconsin

JONES-OPPER CO., Omaha, Neb.  
A. H. JONES, Hastings, Neb.



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