

CHALMERS' OUTLOOK FOR YEAR IS BRIGHT

Is One of Largest Plants in the Country, with Large Output Schedule.

DEALERS' RIGHTS FIRST

In speaking of the outlook for 1917, with particular reference to the Chalmers outlook, E. V. Abbott of the Western Motor Car company has summed the thing up in a manner somewhat similar to this:

"With one of the largest manufacturing plants in the country and a manufacturing schedule of 30,000 cars for 1917, it is hard to realize that the Chalmers factory just nine years ago consisted of one building in thirty acres of Michigan prairie.

"For the last eight years there has scarcely been a month when some new addition to the Chalmers plant has not been in the course of construction. During the first fiscal year of the company 3,000 of the famous old four-cylinder Chalmers 30s were turned out. Today those same 1909 cars are still piling up the mileage. Many of them have over 200,000 miles to their credit. 'Old Reliable,' the first Chalmers 30 built, has passed the 300,000 milestone and is still going.

"The Chalmers people confidently look forward to the greatest year in their history and are preparing for it on a larger scale than ever before. Chalmers dealer representation has been increased greatly and competition for desirable territory is rapidly closing the few remaining points now open.

"In regard to our own policies we have taken on a considerable slice of territory and have contracted for a surprising number of cars. It is our plan to operate on a very large scale and to work along lines of broadest construction. We will maintain a rigid respect for our dealers and their rights as well as the owner and service department.

"The personnel of our company consists of Charles E. Hannan, Jr., Walter S. Johnson and myself. We will maintain a branch at Hastings, Lincoln and Hooper.

Washington Pays Out Big Sum for Roadways

It has cost the state of Washington \$16,344.47 to obtain right-of-way for the state highways during the last two years. The usual practice is to negotiate with the owners. In most instances the property needed has been secured free of charge, the benefits of the road construction being more than sufficient to offset the loss of the land to the owner. Condemnation suits have been brought when the land has been held at what are considered exorbitant figures.

Pennsylvania Asking \$21,000,000 for Roads

The Pennsylvania state highway department will ask the legislature to appropriate \$21,000,000 for the construction of new roads, repairing and maintenance of old ones and purchase of toll roads during the next two years, according to the budget read at a conference in Harrisburg, Pa. Members of the state highway department, State Motor federation and State grange were present. The money will be asked for in installments of \$10,500,000 each.

PRESIDENT HUDSON MOTOR CAR COMPANY.



R. D. CHAPIN

Submarines Use Same Kind of Batteries as Austos

R. C. Smith, manager Delco Exide Service station, gives an idea of submarine and automobile batteries. He says: "The European war has brought forcibly to the attention of the public the use of submarine boats and their destructiveness. Although the invention of the submarine boat dates back many years to the experiments of John Holland, near Long Island sound, it is only in the present war that they have been widely and successfully used.

"The submarine should be of particular interest to the owner of an automobile, since the same type of storage battery that is so widely used for automobile starting and lighting is also used for electric vehicle propulsion.

"The Exide battery, manufactured by the Electric Storage Battery company of Philadelphia, which has been so widely used for automobile starting and lighting, is also used in a majority of the submarines in the United States navy.

"The dependability that must be placed upon a battery for submarine service indicates the reliability that can be placed upon 'Exide' batteries by users of either gas or electric cars."

New Invention Signals Speed of Moving Motor

J. E. Benson, Galesburg, Ill., has patented a device which, attached to the gear of a car, indicates the exact speed at which the car is moving. The numbers change in accordance with the speed, thus enabling persons on the sidewalks or traveling behind to note the speed. The device is designed to protect car owners who might be unjustly charged with moving at an unlawful rate of speed.

Truck-Maker Hits Motor Car Industry Like a Tidal Wave

"If any proof is needed to convince the average man that the truck-maker business is coming like a tidal wave, it can be best accorded by the general stampede of automobile salesmen everywhere to get into the truck-maker business." This statement was made by C. F. Redden, president of the Redden Motor Truck company, manufacturers of the Redden Truck-Maker. A daily convention was held during the week of the Chicago Automobile show at Redden headquarters, 1442 South Michigan avenue, which hundreds of dealers attended.

Mr. Redden states that he has been snowed under with applications for positions from automobile salesmen, traveling salesmen and district managers. Two applications have actually come to Mr. Redden from men who now are sales managers for important automobile manufacturers. One has come from a man who is vice president in charge of production.

Commenting on the wonderful progress made by the Redden Truck-Maker and the bright future for the Redden Motor Truck company, Mr. Redden said: "To anyone in the business of manufacturing truck-makers it has been very apparent that the magnitude of possibilities are limited only by the resources and facilities of the people in it.

"There have been a few in the automobile industry who have not been quick to grasp these facts, and the general stampede during the last ten days of automobile salesmen, branch managers and district managers from all sections of the country to get into the truck-maker band wagon has offered us an eloquent demonstration of the frame of mind of the automobile agents throughout the country, because the traveling salesman is the best barometer in the world."

Clement Anticipates Big Year For Scripps-Booth Motors

In speaking of the Omaha Automobile show in particular, and the prospects for the sale of Scripps-Booth cars, W. M. Clement of the W. M. Clement Motors company, feels quite enthusiastic. "The Scripps-Booth is rather a departure in design from any models heretofore sold in Omaha, and the appointment and lines are so distinctive as to cause a considerable amount of comment," he said.

"That the new car has favorably impressed the Nebraskans seems to be evidenced by the fact that the Clement Motors company has recently moved into new quarters at 2514 Farnam street.

"At the Automobile show there will be exhibited four different models—the eight-cylinder, four-passenger; the four-cylinder coupe, the four-cylinder, three-passenger roadster and a very handsome uniquely designed eight-cylinder town car. Mr. Clement expects the Scripps-Booth display will attract a considerable amount of attention at the show and anticipates making a great addition to the present circle of Scripps-Booth admirers.

Millers to Kansas.
The Minneapolis Millers have passed up Hickman, Ky., as a training camp. Parsons, Kan., will be the scene of their practice work this spring.

Lincoln Highway, Main Street of The Nation, Shows Great Progress

By A. F. BEMENT, Secretary The Lincoln Highway Association.

Today the Lincoln Highway has an undisputed right to the name, "The Main Street of the Nation." Though but three years old, the route has a history of intense human interest to all America. The story of the Lincoln Highway is an epic in road building, a tremendous human narrative of the conception of a great idea and the methods employed to place a gigantic plan before the practical American public.

A drama of public service, sacrifice, patriotism, public spirit and great achievement could be written around the development of the Lincoln Highway from an abstract idea to an accomplished fact. It would be inspiring, at times pathetic, again humorous, but always intensely interesting for the development of the Lincoln Highway has meant constant and continuous appeal to every type of individual and organization from every possible angle. Its success has been and is being built upon the unceasing effort of thousands of individuals in every part of the United States. The culminated results of their tremendous co-operative endeavor has placed the Lincoln Highway definitely and forever upon the map of the country and in the minds of the people in three short years.

The Lincoln Highway is a vast conception in the interest of national progress.

Visualize a great, throbbing artery of traffic, crossing a continent through eleven of its greatest states, bearing the burdens of their commerce, carrying the products of their soil to market, aiding in the distribu-

tion of their manufactured products, linking together their farms and their cities, opening up the pathway to learning for their rural children and the road to a freer social intercommunication and closer understanding to their citizens; a road forming the backbone of a national system and which, with its innumerable feeder routes and interconnecting links, leads from the greatest centers of our population to the most remote outposts of our civilization.

Great Accomplishments of Last Year.

Results in the actual forwarding of this great scheme are being realized at a rate no one dared to prophesy at the time the project was launched. The progress made in 1916 sets a precedent in unified effort of this character in this country.

The standardized marking of the Lincoln Highway is a phase of improvement worthy of note. Definite established, continuous, well-understood markers along a route give it a "personality." They identify the road and through increasing its traffic lead to their improvement. With the co-operation of the communities and patriotic organizations along the route the Lincoln Highway association completed this work during the last season from New York City as far west as North Platte, Neb., a distance of over 1,700 miles.

The Lincoln Highway plan is working out. The men behind the Lincoln Highway association feel that their little organization is accomplishing big results, not only in actual road construction, but in the education of the American public to the proper viewpoint on the subject of roads—roads as a national consideration. The Bankhead-Shackelford bill,

which became an act of congress in July providing \$75,000,000 from the federal treasury for aid to the states in constructing their main highways, is a step in the right direction and shows the trend of the times. Without a doubt the passage of this act was a reflection of the kind of public sentiment which the Lincoln Highway association and kindred organizations are creating.

It is becoming of greater and greater interest to the people of the crowded east that the trans-state road in Nebraska, in Wyoming and in Nevada be improved. The far west would cease to exist if we had a broad, hard-surfaced highway drawing the west nearer to the east and the east closer to the west, which could be traveled by motor vehicles in wet weather. The millions of dollars which would be brought to the west from the great east and spread all through the wonderful playground of America cannot be computed, if only this broad, hard-surfaced, travelable-in-wet-weather, main arterial backbone highway—the Lincoln Highway—were completed on a broad, efficient scale.

It is coming. One of the largest and most successful manufacturers in the United States wrote the association recently that his salesmen, comprising a nation-wide organization, were endeavoring to more efficiently cover their territories by motor car, but were running into almost insurmountable difficulties in almost every section of the country due to the road conditions. He wanted to know what he could do to aid toward an efficient national highway system.

Invent Device Cutting Out the Gear Shifting

W. I. Wheeler, Scottsville, Ill., has obtained a patent which consists of a transmission which does away with the shifting of gears in motor cars.

Smith Form-a-Truck People Plan Vast Trade Campaign

A Smith Form-a-Truck is being placed today in the lobby of the Rome hotel, where it will be on exhibition all during the automobile show. This marks the first move of the Smith Motor Truck corporation in the biggest trade campaign ever attempted in Nebraska. Henry & Co., local distributors, are in charge and they say from present indications all records will be broken for advance sales.

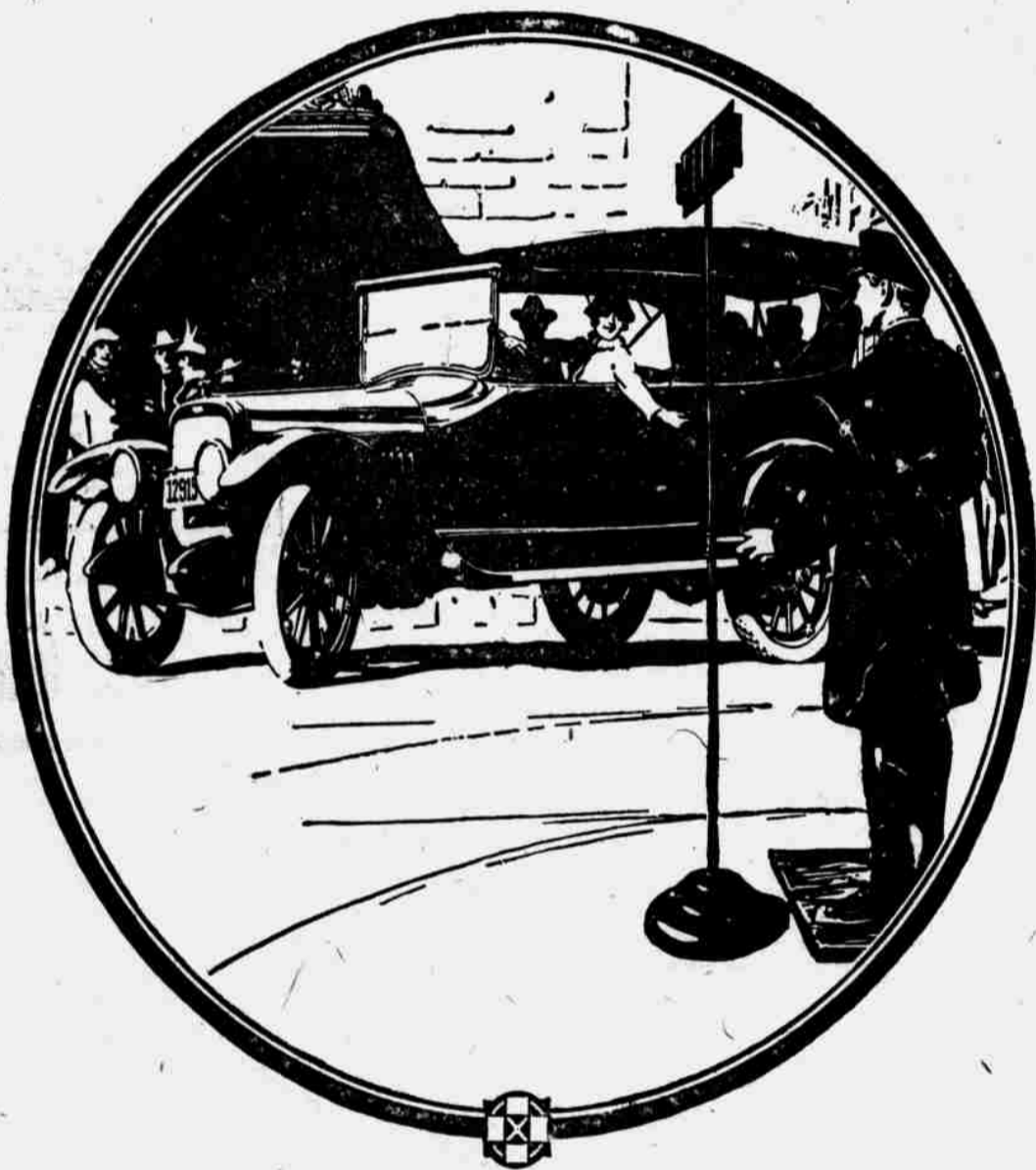
The Form-a-Truck, with only three years of life behind it, fills a great big want in the automobile industry. The constantly growing number of out-of-date cars good as to power plant, were a constant problem to both the dealer and user. By the addition of a Form-a-Truck at small expense all problems are solved and the owner of an old pleasure car today can have a brand new truck.

Dealers will be intensely interested in the fiery red chemical wagon suitable for fire departments, which will be whizzing around Omaha day and night. This is a Form-a-Truck with attached power plant. The price puts it within reach of almost the smallest community. Headquarters of the Nebraska trade delegation is at the Rome hotel, where a banquet for state dealers is to be held Thursday night.

Travel Increases.

As a natural result of its popularity with the motor traveling public, the Lincoln Highway seems destined to carry a tremendous volume of traffic in 1917. The increase of through travel on the highway through Omaha in the last two years has been more than 600 per cent.

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- Four-Passenger Convertible Coupe, \$1995
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Booth 12 at Show

Hollier "Eight" \$1185

The Lewis Spring & Axle Co.
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