

SMITH HOLDS OWN SUPER-SIX SALON

Hudson Distributor Has Sales-rooms Specially Decorated in Show Colors.

FULL LINE IS ON EXHIBIT

Guy L. Smith is one Omaha automobile dealer who does not confine his show week activities to the automobile exposition itself. In addition to his exhibit at the Auditorium Smith will hold a Hudson salon of his own at his salesrooms at Twenty-sixth and Farnam streets.

It is Smith's custom to change the decorations of his show room every two or three months and as a result the Hudson display room is always one of the most attractive on the row. But on this occasion of automobile show week Smith and his aide de camps have outdone all previous efforts in adding to the attractiveness of the show room.

Automobile show colors this year are green and white. So Smith has followed a scheme of green and white. Wide green and white stripes of tissue paper have been stretched in parallel lines all along the walls. Roses peep out here and there to add elegance to the color scheme and when the softly tinted rays from invisible incandescents hidden under the woodwork and paneling spread their mellow glow over the shining new Hudsons on the display floor the Smith showroom is a pretty sight indeed.

Mr. Smith has half a dozen new Hudsons of the latest type and style at his salesroom, which, with the cars at the show, will make it possible for show visitors to see the complete super-six line.

Hauling Power of 4-Ton Truck Equals That of Six Teams

The attractiveness of Grosse Ile, the Detroit river island summer home of many wealthy Detroiters, has been enhanced lately by the building of a network of good roads, says the Power Wagon. Many of the main arteries have been completed, insuring good travel instead of mud in the future.

All the material, broken stone in two sizes, had to be hauled from a quarry on the mainland by teams and a four-ton motor truck with dump body. The hauls varied from 3 to 7.5 miles, according to the location of the work.

It was actually determined by Norman A. Fabst, owner of the machine, that it was doing the work of six two-horse teams, drivers and wagons. Seven teams were working at the same time. In ten hours they hauled 49.5 tons of stone, while the motor truck hauled in the same time 56.4 tons. Over a period of 105 days of ten hours each the machine averaged 45.1 tons and 79.5 miles per day.

During the last two months of the work, because of the approach of winter, it became necessary to rush the job and the machine was in actual operation twenty-three hours each day. The horses, of course, had to rest nights. The motor truck during this period averaged 98.8 tons hauled. On October 28 it hauled 114 tons and traveled 161 miles.

Besides making some extraordinary hauling records, the machine cut

MANAGER NASH SALES CO. FOR THIS DISTRICT.



T. H. McDEARMON.

T. H. McDearmon has recently moved to Omaha to take charge of and manage the Nash Sales company, which firm will distribute Jeffery pleasure cars and trucks.

Mr. McDearmon has for the last three years been associated as sales manager of the Oakland Motor company of Pontiac, Mich., with C. W. Nash, who recently was president and general manager of the Oakland company.

Prior to entering the automobile arena Mr. McDearmon spent a number of years in the implement business, the most recent implement connection being with the John Deere Plow company at Kansas City as assistant manager.

Mr. McDearmon has been closely associated with Mr. Nash in his achievements in automobile manufacturing.

down labor and time 15 per cent and with its aid a mile of road was built in four weeks, whereas it took fourteen weeks when the horses worked alone.

Auto Girls at the Gayety For Week of Auto Show

In presenting "The Auto Girls" at the Gayety theater during the week of Omaha's big automobile show, that house may be said to be displaying its customary enterprise and thoughtfulness as to the fitness of things for what musical attraction could be more appropriate for the occasion than this one? It's chief chauffeurs of fun are none other than Ed Lee Wroth and that funny little Dutchman with the funny little slide, Billy W. Watson. Effervescent Estelle Colbert will preside at the honk horn of southerliness and the chorus is composed of a stately of beautiful joyriders who are listed to liven things up at frequent intervals by their melodious activity.

The theater itself will look not unlike a garage or auto salesroom during the week—in fact, the management is announcing it as the "Gayety garage." No opportunity will be lost to boost all of the exhibits on display at the Auditorium, a policy that has won the Gayety the everlasting good will of everybody in the auto trade.

AUTO EXPERTS ARE READY TO GIVE AID

Society of Automobile Engineers Members Offer Services to Army.

WILL BE OF ASSISTANCE

Following the tender of service long ago made the government by the Society of Automobile Engineers and in pursuance of the society's co-operation with various government bureaus in the formulation of military truck, aeronautic and kindred standards, many Society of Automobile Engineers members have applied for and some have received appointments as officers in the reserve corps of the War department.

The object in organizing the quartermaster reserve corps is to obtain high-class specialists to serve according to their previous training and knowledge and be so prepared that in the event of the president calling for their services they will be capable of rendering efficient service without further training. A reserve officer is appointed for a period of five years; must, so ordered, attend each year an army encampment for a period of two weeks and present himself for active duty at the proper place in time of actual or threatened hostilities. The quartermaster corps is a large business concern; the reservists would be required to handle its increased business in war or in the face of threatened war.

In listing suitable persons to be commissioned in army corps in connection with motor transportation the members of the Society of Automobile Engineers will naturally be drawn upon very largely. Men from this remarkable organization will have to be depended upon as technical advisers of the officer grade to supervise the operation on a large scale of motor truck companies and the requisite repair shops. A considerable number of men qualified as foremen and superintendents of shops are needed by the army as truckmasters with motor companies. A large number of chauffeurs and mechanics must be listed.

In general the Society of Automobile Engineers members will serve as authorities in the design of engines, metallurgy, electrical engineering, development of starting and lighting systems for aeronautic work, search-light signaling, adaptation of wireless equipment to airplane use, mounting engines in airplanes and conducting supply depots and parts service stations. Prompt movement of truck trains, without delay caused by a single breakdown, is essential in military transport.

New Wireless 'Phone Is Out for Motorists

It is now possible for motorists contemplating trips far from human habitation to journey so equipped that they may call for help in time of trouble, and feel reasonably certain that their calls will be heard.

This can be accomplished by use of a wireless telephone recently invented for use on automobiles, and which can be operated while the car is at a standstill or traveling forty or fifty miles an hour.

MANAGER OF MOST MODERN SERVICE STATION.



R. C. SMITH.

The Delco Exide Service station at 2024 Farnam is now the distributor of the A. B. C. starting and lighting system for Ford cars and is fully equipped to give the same prompt service on these starters as it has given the Delco starter and Exide battery users. The A. B. C. starting and lighting system is a two-unit system and its superiority has even met with the Ford's O. K.

Seven Miles an Hour Was Speed of Race in 1895

Twenty-two years ago a few enthusiastic "horseless carriage" manufacturers decided that the time was ripe for a race. As we look back at it now the contest was a mechanical jest. The vehicles started bravely and then stopped lamely, while their drivers made repairs. One inventor followed his mechanical wonder with a team of horses. The winner of the race had averaged the mad speed of seven and one-half miles an hour. His engine, carefully tested after the feverish contest was over, was found to develop an amazing four-horsepower.—Waldemar Kaempffert in Harper's Magazine.

California Uni Star Enters the Pro Game

Russell Thompson, first baseman of the University of California base ball team, has been signed by the Oakland Coast League club for a trial in the spring. He is a right-hander, big and strong and from all accounts has a lot of class.

Whittier Co. Will Exhibit the Wilmo Manifold at Show

The Whittier company of Chicago, manufacturers of the Wilmo manifold, has made arrangements to exhibit its product during the auto show at the office and store room of the United States Rubber company, 1608 Harney street.

The function of the manifold is to accomplish a complete vaporization of fuel and thus prevent the great waste that is known to be present in all motors where the gasoline goes into the engine in liquid form. The Wilmo manifold is one gray iron casting and which although simple in external form, easy to install, durable on account of there being no moving parts, materially improving the appearance and accessibility of the engine to which it may be applied; it is at the same time an internally scientific casting which thoroughly and completely vaporizes the fuel and delivers to the cylinder a real gas

mixture without any globular liquid. The result is perfect combustion; no waste of fuel; no flint carbon and a clean engine.

The perfect combustion of the fuel and doing away with the waste permits of increased power and increased mileage. Official tests conducted by the American Automobile association have demonstrated that with an average Ford touring car the mileage per gallon of gasoline was raised from 19.6 to 28 miles under identical conditions by the use of the Wilmo manifold or an increase of 42 per cent. Public tests will be made during the coming week in which automobile owners will be interested because of the great fuel saving promised by the manufacturers.

Billy Meyer Tells Mack He Is Ready for Battle

Billy Meyer, Connie Mack's young catcher, who was taken ill with appendicitis near the close of last season, reports to his manager that he has fully recovered his health, is getting a lot of outdoor exercise and will be in fine shape for the 1917 season. Mack expects much of him this year, for he was showing rapid improvement when taken ill.

Predict Prosperous Year For Trucks Among Farmers

Announcement was recently made by the Linger Implement company people that they have taken on the Commercial Truckmobile. This is an attachment which can be fitted to serve different makes of automobiles and from reports which have reached Omaha regarding the truck it embodies several distinctive features not to be found on other similar truck attachments.

The company manufacturing the Commercial Truckmobile is reputed to be very well financed and putting things over in a big way. They are very much pleased with the connection made in Omaha, owing to the completeness of the Linger Implement company's organization through the territory.

It is believed by Mr. Head of the Linger Implement company, as well as by numerous representatives, that the rural districts will buy trucks in great numbers and in view of the wonderful crop which Nebraska enjoyed during the last year all manufacturers seem to be making tracks toward our farmers.

STARTER

with an A·B·C

When you have to crank your motor in a driving rain or blizzard, or when your car stalls on the crowded street—then's when you long for an A-B-C Starter on your Ford. And you especially long for it when your motor back-fires and the hand-crank registers a broken wrist.

We never have trouble proving that the A-B-C System is the best starting and lighting system for Ford. It is the ONLY true, genuine two-unit starting and lighting system built for Ford cars. And the two-unit is the final word in starting systems.

Has no noisy chains to break. Cranks motor in the natural way, engaging with crankshaft direct. Does not interfere with accessibility of the Ford motor in any way, and is perfectly accessible itself.

Installation is included in the price, and the work is done by trained men and done right. \$95.00 installed.

Delco Exide Service Station.
2024 Farnam St., Omaha, Neb.
Distributor for Nebraska and Western Iowa.

When we decided to go into the Tire Business the question was— What Tire?

After careful investigation we decided that The Swinehart Tire company were building the best quality tire on the market. We immediately secured the right to act as sole distributors of Swinehart tires in this territory.

We say without hesitancy we have the best tire and tube made, with quality and class combined. We want dealers at every point.

We have the goods and an attractive dealers' proposition. Every tire guaranteed for 5,000 miles. We want satisfied customers calling on dealers for Swinehart Tires.

As an introduction and to assist us in securing dealers we will DURING SHOW WEEK ONLY give car owners wholesale prices on Swinehart Tires and Tubes. Don't miss this opportunity to secure the most attractive tire on the market, utility and beauty combined.

You are cordially invited to call and examine our stock.

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A Brand New Jackson The Wolverine Eight See It At The Show

Jackson

"No hill too steep—
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Five-Passenger Touring Car \$1295
Two-Passenger Roadster \$1295
Four-Passenger Cruiser, including five wire wheels \$1395
Wood wheels \$100 less.
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This will introduce the new "Wolverine Eight," the fastest selling car ever built by the Jackson Company. It has the strength, the stamina, the swiftness and the comfortable luxury you demand. Its dominant characteristics are motor smoothness, and riding ease.

Its new style tonneau-cowl body, no less than its "V" type overhead-valve, eight-cylinder motor, reflects the very latest ideas in motor car design.

Back of these newest ideas is a coherent and steady stream of experience in automobile building that spans a period of fifteen years.

Every development in the evolution of the automobile business has contributed its quota of knowledge and experience to the development of the Wolverine Eight.

Thus this car expresses the most modern ideas coupled with the substantial, tried and proven elements that mean a sure foundation for successful service. While exhibiting in full measure the ideals of power and strength that have always distinguished the productions of the Jackson Company, this new model reveals entirely new ideas of motor smoothness and riding ease.

And because this eight-cylinder motor shows an average of 17.7 miles to the gallon of gasoline, it is establishing new records for eight-cylinder economy.

At every point, in every detail you will find the Wolverine Eight a remarkably complete automobile—an exponent of high quality at modest prices.

Prices advance \$100 on March first.

JACKSON AUTOMOBILE CO.—Branch

T. J. BOLAND, Mgr.

10th Ave and 8th St., Council Bluffs, Iowa.

Space 31, Main Floor, Omaha Auto Show.

Jackson Automobile Company, Jackson, Mich.

