

# AUTOMOBILES

## SMITH FORM-A-TRUCK SALES TREMENDOUS

Ten Thousand Ordered for April and Expect to Reach 60,000 for 1917.

### NEW FACTORY IS BUILT

According to reports issued in the sales offices of the Smith Motor Truck Corporation, Chicago, this year has started with a volume of business which will smash every sales record made in the motor truck industry.

Shipments amounting to 2,075 Smith Form-a-Trucks were made during the month of February and 300 additional Smith Form-a-Truck attachments were shipped the first three days of March.

Orders now on hand for March call for shipments of 5,000 Smith Form-a-Trucks, or practically 200 per day, which is 65 per cent in excess of January shipments.

Want 10,000 in April. "Orders already received," states Mr. E. J. Rosenfeld, vice president of Smith Motor Truck Corporation, "require the shipment of 10,000 Smith Form-a-Trucks during the month of April alone, which, with shipments made during January and February and orders on hand for March, will give a total of over 18,000 Smith Form-a-Trucks for the first four months of 1917."

Considering the fact that the tremendous sales organization of the Smith Motor Truck Corporation, which covers the entire country, really gets into high speed about April 1, there is every indication that the prediction of 60,000 Smith Form-a-Trucks for 1917 will be fully realized.

### Freight Car Shortage

#### Beaten by Auto Power

Automobiles are being driven over the roads to their destination by the thousands on a far greater scale than ever before and it is being demonstrated that this method of delivery is in reality a great benefit to the actual buyer. Cars in the hands of experienced men between factory and destination, according to E. C. Morse, vice president and general manager of the Chalmers Motor company, receive no rough treatment and are nicely broken in by their trips. "We have sent many hundreds of cars for long journeys by road," said Mr. Morse recently, "and we have yet to hear a complaint. On the other hand, our Chicago dealer has asked to have all his cars delivered over the road. The cars travel at a uniform gait. Each car reaches the dealer in fine shape and is handed over to the purchaser in condition for steady, hard driving. I believe that this feature of the present situation has been overlooked."

"The railroads are, of course, doing all that they can do in the way of providing freight cars and trying to place the freight cars through to their destination in as short a time as possible. But demands upon the roads, coupled with general conditions, have been beyond the capabilities of the roads, compelling the transportation of cars by road to anxious dealers who are doing all possible to please their customers."

### Governor Says Ford Car Helped to Win Election

Sidney J. Catt, recently inaugurated as governor of Florida, is one of the more prominent users of Ford cars in the south. This fact came vividly to public notice when, in the inaugural parade, Governor Catt rode in the Ford touring car which had served him faithfully through his campaign. On either side of the car were large banners bearing the sign, "This is the Ford that got me there."

Later in the evening the governor gave as his reason for declining the use of all other cars that he never deserted a friend, and since the Ford had taken him safely and successfully through a heated campaign, he would keep it with him. Governor Catt gives the Ford car credit for enabling him to make more speaking appointments and greet personally more people than would have been possible by any other means.

## Gossip Along the Automobile Row

Eddie Binkley, for the last two years assistant superintendent of the Ford Motor company, is back with Tell & Binkley again and will have charge of the Ford repairs.

Walter Cerveny has joined the working force of Tell & Binkley.

R. P. Bishop, sales manager of the King Motor Car company of Detroit, spent Saturday with W. L. Kilby of the Noyes-Kilby Motor company, King distributors. Mr. Bishop has just returned from a swing through the west and reports excellent conditions.

Carl Changstrom, proprietor of the Standard Motor Car company, distributors of Allen cars, visited the automobile show at Hollidge last week and reports a very impressive exhibit of cars. The exhibit was held in the auditorium and about twenty-five manufacturers were represented. "Everywhere," says Mr. Changstrom, "the automobile shows have met with much enthusiasm and results in good substantial business. Our representative sold a good number of Allen Classics."

The John Day Rubber and Supply company have moved into larger quarters at 1213-15 Harney street. The new location gives the Day company five or six times as much floor space.

W. T. Wilson of the W. T. Wilson Auto company has been advised by the George W. Davis Motor Car company, builders of the Davis automobile, that the sales of cars have shown a marked increase over last year up to date and inasmuch as all their distributors are enjoying good sales is reason to believe that general conditions are fine. Mr. Wilson gives for his reason for such a good business the fact that he is selling a perfectly balanced car and one that you can "trust for life."

Wilson of the Omaha Savage Sales company "hung up" a new record last week for closing dealers, having signed sixteen dealers in one week. The total amount of his sales approximated \$1,600.

Wilson put the Savage on the map in Iowa in good shape and is bettering his record in Nebraska. In three months Wilson has established 102 agencies in western Iowa, Nebraska and Missouri.

### Wise Paige Purchasers Place Orders at Once

With the back of winter broken and a touch of real spring in the air, the possibilities of motoring are thrusting their attention on the public and pricking the imagination. Sales are consequently being stimulated and from now on the big drive will continue to gain in impetus.

"Those who are contemplating the purchase of a motor car, whether it be their first car or a new model of their present possession, should look sharp and take immediate action," says H. Krohn, sales manager of the Paige-Detroit Motor Car company. "This is going to be the biggest year of all in the history of the industry. We know already it will be the biggest in the history of the Paige."

"We are, therefore, advising prospective Paige buyers to put in their orders at once if they expect deliveries within a reasonable time. We are forced to give this warning because of the unprecedented demand and because we dislike the prospect of congested conditions with both dealer and purchaser disappointed."

### New Francis Service Station Opens Saturday

This coming Saturday will mark the opening of the service station of the C. W. Francis Auto company, recently erected at 2212 Harney street at a cost of \$50,000.

It is said no service station west of Chicago is superior to the one recently erected by Francis. Francis visited numerous service stations throughout the east before laying plans for this station, and every worth while mechanical device and labor-saving arrangement has been installed.

There will be an electrical control of all doors and the station will be open night and day. Saturday, Sunday and Monday have been set aside as visiting days. Patrons will be shown through the new station by guides. "This does not mean," asserts Francis, "that it will be closed to the public after that. To the contrary, visitors will always be welcome."

## MOTORCYCLISTS TO STAGE GYPSY TOUR

Expect Over 20,000 Riders Throughout Nation to Enter Ride on the Days Set.

### OMAHA CLUB WILL HELP

A national motorcycle Gypsy Tour day that will bring out at least 20,000 enthusiasts of the two and three-wheeled sport is the ambition of the Motorcycle and Allied Trades association, composed of motorcycle manufacturers. Preliminary plans are already in shape for the greatest strictly motorcycle event ever promoted, according to advices from the association's headquarters at Milwaukee, Wis.

Tentative dates for the event have been set as June 16 and 17, on Saturday and Sunday. A conservative estimate of 200 tours all over the country has been made by the chairman of the association, and applications for entry blanks to date indicate that this figure may be doubled. The big project will have the financial backing of the trades association and will be conducted under the auspices of the Federation of American Motorcyclists.

### Will Give Prizes.

Interest will be added by the awarding of a trophy in the shape of a fob or medal to each person finishing the tour. One of the rules of the tour will be the limiting of the amount of mileage for one day to 100 miles.

This will make each tour a strictly sociable run and give the entrants plenty of opportunity to see the country. The route, which will pass through most towns in a given distance, will be selected, and where there is more than one town in a state the routes will be so arranged and will meet at a noon or night control, and thereby promote intercity acquaintance in motorcycle organizations. At least half of the motorcyclists taking part will have side cars attached and carry lady passengers.

The Omaha Motorcycle club will take charge of the local tour and expects to have over a hundred in line. Every motorcycle dealer in the city will assist the club in making the Omaha tour a success. The dealers who have promised their co-operation are: Omaha Bicycle company, Excel-

sior Motor company, Victor Roos, L. Fleisher and Roscoe Rawley. A tourmaster will be appointed to take charge of the tour.

## California Owner Pleased With Feats of Super-Six

A. F. Dieter of Riverside, Cal., accompanied by his family, made a tour recently from his home to Denver, in their Hudson Super-Six. The distance traveled was 1,630 miles, which included a side trip to view the marvels of the Grand Canyon. Heavy mud was encountered after leaving Flagstaff, Ariz., which they plowed through up to the car's hubs. Between Albuquerque and Secora, a

picturesque stretch, there was one mountain that had eighteen hair-pin curves. "I had looked for all sorts of car troubles in making that trip to Denver," says Mr. Dieter, "but much to my gratification the Super-Six went all the way through without one single stop. Mud, rough roads, mountain—everything encountered—made no difference with the Hudson car. Its power was equal to every demand. My enthusiasm over the performance of the Super-Six is boundless."

## New Franklin Test Hangs Remarkable Engine Record

icy roads proved no handicap to the first 100-mile low-gear run ever

attempted in Iowa, when, on February 16 a Franklin touring car left Des Moines on a trip to test the cooling ability of the air-cooled engine. In spite of the slipping and skidding, the car averaged thirteen and one-half miles per hour, and just for good measure ran 135½ miles on low gear without stopping the engine. Better than thirteen miles per hour on low gear for ten hours without a stop, is a real test of an engine's cooling ability. It is the equivalent of forty-two miles per hour on high gear for ten consecutive hours. A careful examination at the conclusion of the trip showed not the slightest sign of overheating or any other trouble.

### AUTOMOBILE Salesman Wanted

First-class automobile salesman to take charge of wholesale distribution of two lines of cars, selling at—

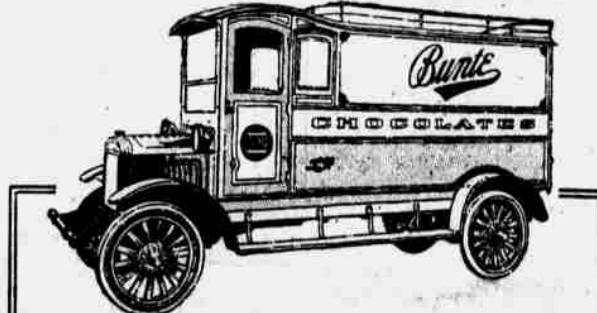
\$750 \$1500 \$2250

Lines long established in Omaha and located on row for years.

TERRITORY  
Nebraska and Western Iowa  
Answers Confidential.

REPLY AT ONCE

Care Automobile Editor  
OMAHA BEE



## Service Motor Trucks

# 67% Resales

Proving records of economy in all lines of business—records of serviceability—records of durability in grinding day in and day out service—Service Motor Trucks have established records of owner endorsement, never before equaled. Six out of every ten Service Motor Trucks sold in 1915 were purchased by companies already operating one or more of them—companies who have proved the unequalled merit of Service Motor Trucks in daily use. And 67% of our 1916 production was required to fill re-orders from satisfied customers. Never, we believe, has this sales record been equaled. Surely there is some substantial foundation for such universal endorsement.

### Overstrength in Every Part

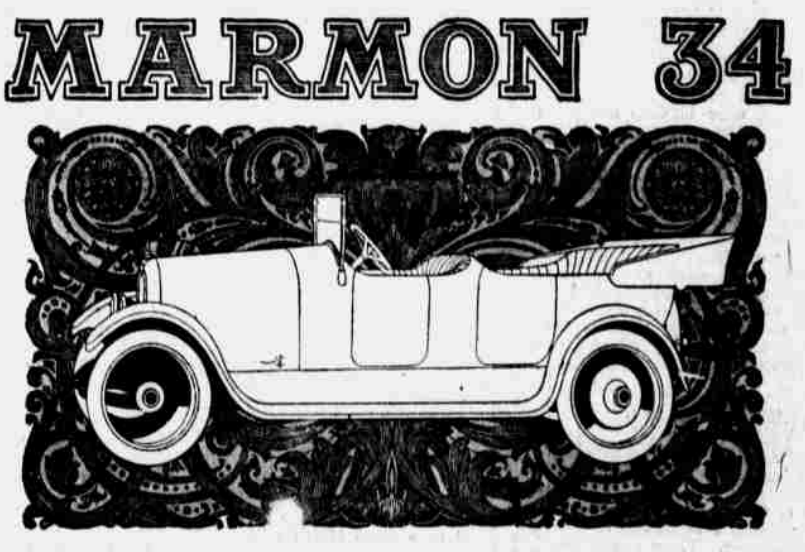
Close comparison of SERVICE specifications with the other nine of the dominant ten shows a 20% super-strength in frame, drive system, springs, motor and all parts doing heavy work. This 20% super-strength is the result of highly specified construction—the adapting of every SERVICE feature to the work that must be done.

### Amazingly Low Price

Yet duplicating the accepted features of construction found in the most expensive trucks—adding extra features, which combined are not obtained elsewhere—SERVICE motor trucks sell for less than any of the remaining nine. Surely you will not pay more for less than SERVICE offers.

1 ton truck	\$1425
1½ ton truck	2100
2 ton truck	2350
3½ ton truck	3100
3½ ton truck (Special Contractors)	3350
5 ton truck	4150

C. W. Francis Auto Co.  
Distributors, Omaha, Neb.  
SERVICE STATION 2212 Harney St.  
SHOW ROOM 2216-18 Farnam St.



## MARMON 34

### BEAUTY More Than Varnish Deep

Though it be clad in the beauty of a thousand stars, yet if it has not truth, it is an abomination. A well proportioned body and a sleek surface may cover, to the eye, a multitude of sins.

The Marmon 34 has the beauty of simplicity, the perfect line, the graceful curve, the delicate balance, and the poise that power gives.

Unadorned, undecorated, without frills or furbelows, the Marmon 34—exquisite in every detail of refinement—is a joy to the beholder.

But lift the hood and gaze into the heart and soul of the car—the engine. Here is where character is disclosed; here are truth and honesty, intelligence and experience.

Examine the bearings, consider the oiling system, count the grease cups, note the rear axle design, challenge the steering device.

Weigh it, test it, examine every detail—the Marmon 34 welcomes microscopic inspection.

Then ride in it, drive it—a quick turn through crowded traffic, a long stretch through open country.

Beauty is truth, truth beauty. In this belief the Marmon 34 is built.

H. Pelton  
2208 FARNAM ST.  
Phone Douglas 1712

## We Wish to Announce the Opening of Our New Sales and Service Rooms

### 2059 Farnam Street

In our new quarters we will be able to offer Service which will give you a broader conception of what service should include. With an "all daylight" repair room, complete stock of parts, and room to spare, your needs will be cared for in a manner which will satisfy the most exacting motorist.

The new display rooms are open for your inspection now, and we will be pleased to show you through at any time. We have the use of both floors and facilities are so arranged as to enable us to give prompt attention to all work.

Runabout, \$345; Touring Car, \$360; Coupelet, \$505; Town Car, \$595; Sedan, \$645; Prices f. o. b. Detroit.

## Coad-Marsh Motor Company

2059 Farnam St.  
New Phone No. Doug. 4446  
Omaha, Nebraska

JOE TELLS and EDDIE BINKLEY  
General Auto Repairing and Machine Work  
SPECIAL FORD EQUIPMENT  
WELDING AND CARBON BURNING  
Phone Douglas 1540. 2318 Harney St.