

WAR BOOMS AUTO TRADE IN SOUTH

Packard Men Canvass Conditions and Find No Ill Effects From Entering Conflict.

Business conditions in the south are especially sound and prosperous. That is the gist of a survey made by officials of the Packard Motor Car company, just returned to the factory from a series of meetings in Cincinnati, Baltimore and Atlanta.

To get a first-hand impression of the situation in the territory from the Great Lakes to the Gulf and east of the Mississippi river, dealer conventions were arranged for the three centers named. Twenty-five dealers, most of them representing small southern cities and their tributary territory, were interviewed by Henry Lansdale, manager of the carriage sales department; R. E. Chamberlain, manager of the truck sales department; and O. E. Brown, manager for the eastern district.

"The delivery situation was reported particularly good," said Mr. Lansdale. "Only one dealer responded 'fair'. All the rest were highly pleased with the condition."

"All dealers were in an optimistic frame of mind. Each of the conferences brought out that its particular territory was feeling a stimulus from the war, rather than any depression. There was one funny feature to the war talk. Dealer after dealer reported that the war hadn't hurt him, but that he understood it was slacking up things a few districts away. And when we got over to those districts, they were untouched by the war, but heard somebody else was. The war seems to be highly migratory, so far as any had effects on business are concerned."

Dorris President Visits Omaha; Is Well Satisfied

W. R. Colcord, president of the Dorris Motor Car company, spent last Monday with H. H. Cannon, Dorris district representative, and expressed himself as very well satisfied with the Omaha activities. Mr. Colcord believes that the west will figure in strong on motor vehicle purchases and believes the field unusual so far as trucks are concerned.

Make Wedding Trip With Oxen; 50 Years Later Repeat With Auto

To cross the plains by ox teams and horses over the trail which cut the path for what is now known as the Lincoln highway and then on the fiftieth anniversary of their wedding to drive over the same trail with a 1917 Mitchell "Six" is an occasion to be enjoyed by very few.

George Hollaway of Oakland, Cal., and his wife have just celebrated their fiftieth anniversary and to repeat their early history drove into Gilroy once again, this time, however, in a Mitchell car instead of by ox team.

Three years after Hollaway came to California Mrs. Hollaway crossed the plains by a horse-drawn schooner and coming by Gilroy met her husband.

A part of the wedding ceremony was the taking up of their abode in their present home, in which they have lived during the fifty years. At the recent celebration there were two of the witnesses of the marriage and among the others present was Judge Short of Hanford, a brother of Mrs. Hollaway.

Campaign for Enforcement Of Headlight Ordinance

The "no glare" ordinance is to be strictly enforced, according to Chief of Police Dunn.

The city ordinance was supported by the last state legislature and the "no glare" requirement made statewide.

The Iowa legislature passed a law almost identical with the Nebraska law. As a matter of fact riding with glaring lights anywhere is liable to subject the motorist to delay and inconvenience if not arrest and fine.

Reasonable Prices

— at —
WHITE'S GARAGE

Storage, Repairing, Cleaning and Washing Cars
Open for Service Day and Night
Telephone Douglas 4700
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J. A. Flanagan Joins Standard Motor Car Co.

J. A. Flanagan, a wealthy stock owner and farmer of central Iowa, has moved to Omaha and is now working the retail sale of Allen cars with the Standard Motor Car company. Mr. Flanagan is very enthusiastic about the Allen performances, and expects to place a number of cars in the city.



Don't Lay Up Your Car

Bring your battery to me when it needs repairs or recharging, and I won't hold up your car a minute longer than it takes me to remove your battery and replace it with another.

Stop and let that sink in. Whatever the make and model of your car, I have a rental battery for your use while yours is being fixed.

This is one of the "Service plus" features that I have to offer you—great convenience added to conscientious, expert handling of your needs by men especially trained for the job.

Service that gives you the full use of your car while a vital part is being fixed, is unique. Keep it in mind.

NEBRASKA STORAGE BATTERY CO. Phone DOUGLAS 5102
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Velie ^{Biltwel} Six

Margin of Quality

—to build a GOOD motor car the maker must build better than the demands of ORDINARY USE require. The car must be given a RESERVE STORE OF QUALITY —to be called upon only where ORDINARY performance falls short.

THE Velie has been built with this Margin of Quality.

Every part has been made better than ordinary usage requires.

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Built for steady, hard service over a long period of years.

The Velie Continental Motor is made under Velie supervision in the great Continental factories. It develops far more power than ordinary driving requires.

The Timken Axles, used both front and rear on the Velie, with extra large Timken bearings all around, guarantee a far greater margin of safety than most makers consider necessary.

Remy ignition, Hotchkiss type drive, multiple dry disc clutch; big, wide, roomy seats; real leather upholstery; deep cushions stuffed with genuine curled hair; elegant, flowing lines, finish twenty operations deep.

Every unit of Velie construction is built better than is necessary for ordinary motoring.

Quality plus Super-quality in every part.

Increased demands for so good a car have brought the production total up.

Big production has kept the price down, so that there is no other car on the market offering so many high grade, standard units as the Velie, at so low a price. **\$1185** At Factory

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Make the Eighty Horsepower Peerless Eight Inexpensive to Operate

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The fascination of its performance has dwarfed the importance of that other great virtue of two power ranges—economy.

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Prices f. o. b. Cleveland
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Peerless Eight

In the "Loafing" Range

Many a lesser powered six—even many a four—must concede economy laurels to the Peerless Eight for its sparing use of fuel.

Yet you have all the soft, smooth, lively performance which you would expect in an eight of the utmost class and distinction. The Peerless, in its "loafing" range, gives you everything you would ask of your car in everyday, ordinary driving.

Let us show you in the Peerless Eight the joy of big power without the burden of big expense.

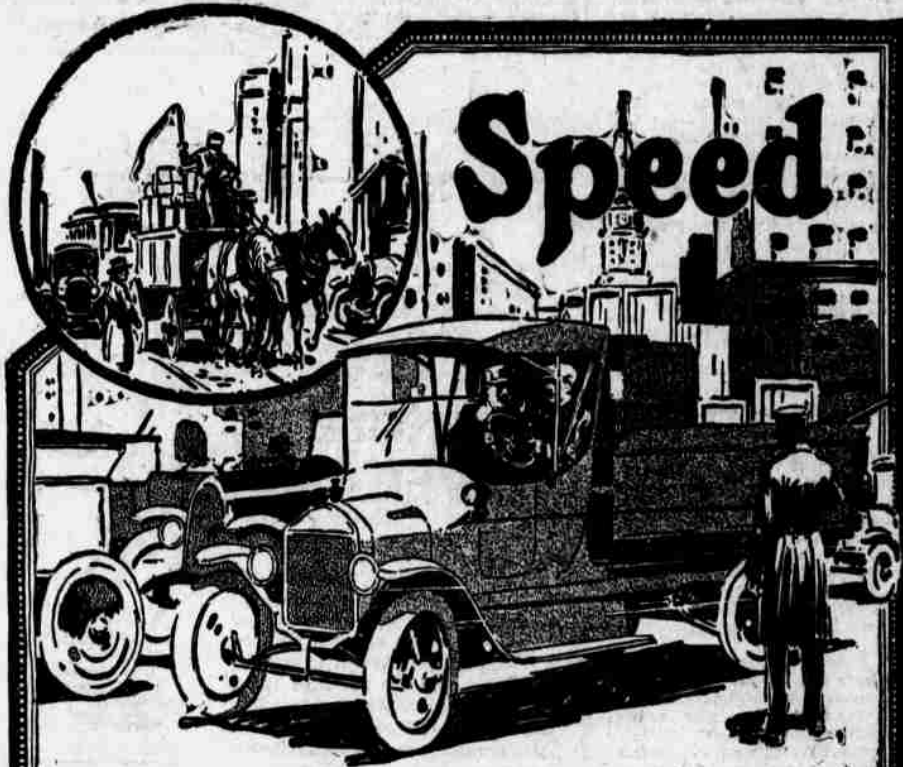
In the "Sporting" Range

But when you want a world of power or a tremendous burst of speed—when you want emergency performance which only the super-powerful cars of the ultra class can give you, your Peerless Eight will respond to your complete satisfaction. You have only to open the throttle wider to call upon her "sporting" range and utterly change her whole character. The response is immediate—capable—thrilling.

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Every minute wasted on the road by slow, inefficient hauling and delivery costs you real money. Horses take from three to four times as long to cover the ground as it will take you when you install Smith Form-a-Trucks in your service.

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