

PLEASURE CAR PRODUCTION CUT INTO BY WAR

Preparations for Converting Automobile Industries Into Manufacture of War Equipment.

The automobile industry is booked for radical changes through the pressure for war equipment. The Washington correspondent of the New York Journal of Commerce reports that the war industries board a few days ago served notice on manufacturers that the production of passenger cars must be reduced at least 40 per cent next year. A sudden cutting off of the production of passenger automobiles, which is by far the greater part of the automobile industry, caused consternation among the manufacturers. They flocked to Washington last Thursday (November 1) and behind closed doors discussed the problem before them. On the following day the Directors of the Automobile Chamber of Commerce and the Motor and Accessories Manufacturers' association met and discussed the problem.

Have Different Plan.
While it was decided to co-operate with the war industries board in every possible way, the automobile manufacturers had an alternative plan to offer. It was proposed to begin by reducing the output of passenger cars by 15 per cent. In the meantime the government's orders for Liberty motors and for war trucks would begin to fill up the factories. It was also proposed that as rapidly as the production of passenger automobiles was reduced by a plant the government supply that plant with work of another character. For instance, it was pointed out that the automobile plants could easily turn their facilities to making shells and similar munitions. This suggestion was laid before the war industries board at the end of the week, and it is expected that some action will be taken on it before many days have passed.

But the order which has gone out for the reduction of passenger cars is but typical of the radical changes which may be expected in American industries next year. The public may not feel this change at the moment, but it will be felt next spring and summer, when new orders would under normal conditions have gone in very heavily. By reducing the production of passenger automobiles the war industries board expects to accomplish two things. There will be a conservation of the raw materials going into the manufacture of such cars, and there will be a reduction in the consumption of gasoline by privately owned passenger cars, inasmuch as there will be fewer such cars in operation. The passenger automobile has nearly passed out of existence in England, and that is a thing which may be expected in America ultimately if the war continues for any great length of time.

Material for Ships.
The materials which have heretofore gone into the making of pleasure automobiles, will be used to make destroyers and merchant ships and similar things which are needed to de-

New Firm On Auto Row to Handle Olympian and Jordan Automobiles



JENS TORRING.



ALBERT DILL.

The firm of Dill & Tarring opened a salesroom on the Auto row last week and will distribute Olympian and Jordan automobiles. R. C. Peterson, well known to the automobile trade, will manage the new business.

Both Dill and Tarring are experienced automobile men, having been in the automobile business at Kuskin, Neb., and they feel that they have picked two winners.

The Olympian bears one of the most mystic names of any automobile and is derived from the name Olympian, famous in Greek mythology. Olympus was a mystic mountain upon whose cloud-wreathed summit dwelt the mighty gods of mythology. These deities were revered for the power, strength, beauty and grace ascribed to them in superhuman degree. So much so, in fact, that the Olympian games were held primarily to encourage and foster these godlike qualities in mortal men. There Greek met Greek in contests of strength, speed and endurance—the reward a simple wreath of laurel.

The Chandler Motor Car company, Cleveland, in a letter to R. L. Alley, manager of the Omaha Chandler Car company.

Chandler Shows Fine Growth in Sales for Year

"The year 1917 has brought no slow-down in Chandler growth. On the other hand, in the face of the most unusual conditions which all industries have had to meet, the year has been marked by a very notable development of Chandler business," says James M. Dunlap, sales manager of

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"Times of stress are a test of strength. The stability of the Chandler company and the high standing of the Chandler car with the American public have been splendidly demonstrated. Chandler sales during the first three quarters of the year, January last to September 30, showed an increase of 47 per cent over the same period last year. A remarkable increase when one considers the big business into which the Chandler car had earned its way in 1916.

"The Chandler has moved forward constantly ever since its introduction to the public four years ago last July. There has never been a time when the Chandler position was weakened even temporarily. There never has been a time when the Chandler position was not growing stronger and stronger."

Only College Men at the Third Training School

Friends and former attendants of the Shattuck Military school have received the following information: "Lieutenant Colonel Edwin A. Hickman, detailed to command the third officers' training school, which will be opened at Camp Grant January 5, has announced that no applications or recommendations for entrance to the school will be considered other than those by graduates of the University of Chicago, the University of Illinois, the University of Wisconsin, Western Military academy and Shattuck school."

AUTO THEFTS SHOW LARGE INCREASE

Figures in New York City Show More Than Double Number of Cars Stolen This Year.

Everywhere in the country thefts of motor cars are increasing. In New York the figures since January 1 have risen from 121 a month to 294 in October. The thievery has become systematized. Is it possible that not the police, but law-abiding citizens and varieties of what is referred to as "business men" are acting as the dummy partners in motor thievery? The explanation of the New York police is that it is more profitable to lose a motor car than to keep one. What they mean is that while owning one the best possible thing that can happen is to have it stolen. And still that is not the whole fact and decision the police have arrived at, either; so their several testimonials are appended.

This comes straight from a policeman at a traffic junction where most cars from Massachusetts, New Jersey, Rhode Island, Connecticut and upper New York have to pass, and where city machines which are in use pass at least once a week.

Three in One Day.
"Today I caught three stolen automobiles. One had been reported as far away as South Carolina. It was taken by two runaways from the army. We get descriptions of the machines that have been stolen from all parts of the country, and sometimes when we signal traffic to stop it is not always that a stoppage is necessary. We see coming along a car that reminds us of a car that's missing and we want a moment's chance to give it a 'once over.' Well, today I captured three stolen cars — one a Ford, one an —, and one a high cost —. The only reward I got

was for the Ford. It seems," said he, "car owners don't care whether they get back their stolen cars or not. Of course I get my salary as policeman, and capturing thieves is my business. Yet the police somehow have the idea that owners had just as soon lose their cars as not. Why should the owner of a stolen car costing \$2,000 care whether he gets it back? Probably he holds insurance. After collecting from the insurance company he gaily proceeds to buy the latest model.

"But wouldn't you think," asked the policeman, "that the insurance companies would show some interest? They don't. The police feel that neither owner nor insurance company has much interest in recovering the goods. We can't quite make that out."

W. M. Clement Has Obtained Distribution of Auto Car

During a recent eastern trip W. M. Clement of the W. M. Clement Motors company secured the distributing agency for the Auto Car, a commercial vehicle which has a very enviable reputation in all sections of the United States.

In connection with this announcement it is of interest to relate that Clement has "grabbed off" the only dealer's contract which the Auto Car people have made in a city the size of Omaha. In every other city of any importance they operate their own branches.

According to Clement's statement, the Auto Car is the largest seller in the truck field today and is used extensively by such firms as the Standard Oil company, Cudahy Packing company, Adams Express company and John Wanamaker.

Arrangements are being made for the opening of a new day and night service station, which will be operated by Clement independent of his present location. This Clement considers a necessary adjunct to any truck business in order to keep trucks in working condition 365 days in each year. At the new service station all repair work on Liberty and Scripps Booth cars will be done also.

Exide Battery Service



THE GIANT THAT LIVES IN A BOX

All Makes—All Cars
Don't simply "put your battery away" with your car this winter—it needs scientific attention whether it is in use or not—our storage rates are cheap, and you'll have a healthy battery in the spring.

DELCO EXIDE Service Station
R. C. SMITH, Manager
2024 Farnam St., Douglas 3697
Omaha, Neb.

Bee Want Ads Are Business Boosters For Business



PAIGE

The Most Beautiful Car in America

Zero Weather Is The Only Fair Test

These comparatively mild Fall days, please remember, are no test of motor efficiency.

Any reputable gasoline engine will start promptly when the temperature is more than 50 degrees Fahrenheit. Likewise, any reputable engine will vaporize its fuel very satisfactorily under such conditions.

But wait until a few months roll around. Wait until the cold blasts of January, February and March arrive. Then, you will understand what we mean when we speak of practical and impractical motors for winter driving.

At that time we sincerely trust that your enclosed car will be a Paige. If so, you will be altogether independent of weather conditions. With the thermometer at zero you will be able to start instantly—roll blithely away while much more expensive cars are temporarily out of commission.

Let us put it in still plainer terms. The new Paige power plant is the only practical internal combustion engine for winter driving in a motor car. This is not an exaggerated statement. It is a provable fact, and the proofs are ready for your inspection at a minute's notice.

There is no mystery about the matter, either. Paige cold weather superiority rests upon a combination of three engineering features found exclusively in our new enclosed car motors. They are an Electrical Gasoline Heater, a Super-heated Manifold and a Valve Polishing Device.

If you will call at our show rooms, we will gladly explain just why these features have overcome the unpleasant trials of winter motoring. We will place every card face up on the table and let you determine whether or not our sweeping claims are justified.

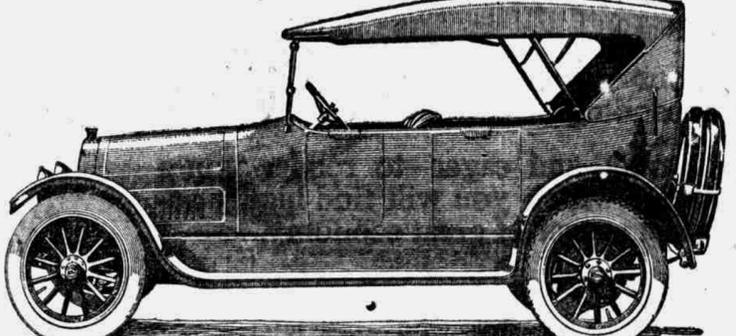
Under the circumstances, can you afford to buy any enclosed car until you have investigated the Paige?

Essex "Six-55" 7-passenger \$1775; Coupe "Six-55" 4-passenger \$2850; Town Car "Six-55" 7-passenger \$3230; Limousine "Six-55" 7-passenger \$3230; Sedan "Six-39" 5-passenger \$1925; Sedan "Six-55" 7-passenger \$2850; Brooklands 4-passenger \$1795; Lincoln "Six-39" 5-passenger \$1330; Glendale "Six-39" Chummy Roadster \$1330; Dartmoor "Six-39" 2 or 3-passenger \$1330. Prices f. o. b. Detroit.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICH.

MURPHY-O'BRIEN AUTO COMPANY
1814-18 Farnam St. Omaha, Neb. Phone Tyler 123.
DEALERS—Some Good Territory Available for Dealers.

1918 Series APPERSON ROADAPLANE



Eight Cylinder Sedan Eight and Six-Cylinder Touring Car and Roadster Models

MANY features denote these new cars as the greatest Apperson Bros. Automobile Co., the oldest builders in the country, have ever produced. They have improved body lines that bespeak the power, speed and durability of the wonderful power plant concealed beneath the hood.

Five-Passenger Chummy Roadster
Apperson originated the four-passenger roadster and now the same company brings out a five-passenger model of this design. The rear seat accommodates three persons in comfort. This style of car is adapted to both business and pleasure uses, an ideal combination.

Complete Line to Choose From
The 1918 series is produced in five and seven-passenger touring car, five-passenger roadster 6-cylinder models and the seven-passenger touring and five-passenger roadster body on the eight-cylinder chassis. The new cars have continuous fenders and running boards and a specially constructed body that will prove absolutely free from squeaks and rattles.

New Type of Eight-Cylinder Engine
By adapting the aeroplane design of motor to the 1918 eight-cylinder car, an advanced step toward simplification has been accomplished. More than 100 parts customary to other eight-cylinder engines are eliminated. Fewer parts mean less friction and wear and greater economy. The crankshaft is counterbalanced with the weights cast integral with the shaft.

APPERSON MOTOR CO.
J. H. DE JONG, Manager.
2060-62 Farnam St. OMAHA, NEB. Phone Douglas 3511.

APPERSON ROADAPLANE