

WINTER FAILS TO HALT SAXON SALES

Demand for Motor Cars Continues Brisk and Dealers Fall Down as Season Prophets.

Ever since the motor buying public commenced its fall drive on the retail motor car salesrooms, dealers have been prophesying that cold weather surely would see some drop in the sale of automobiles. And now that cold weather is here, they have come to the conclusion that as prophets they are better motor car salesmen.

For the first snow flurries and the biting chill winds that presage the winter season have seemed to stimulate sales, rather than to decrease them. This has been specially true with Saxon dealers all over the country. The result is that the Saxon sales organization is preparing for an all winter selling season.

No Gauge for Market.

Continually this fall, new angles of the retail motor car business have appeared which stamp the present year as one unequaled in the annals of the industry. Not only the splendid fall business, but the "cold weather" rush has served to demonstrate that there is futurity in attempting to gauge the motor car market.

Only this week the Saxon dealer in Denver established a new record order when he demanded 71 Saxon cars for delivery during the month to take care of orders already received and those which are to be completed during the next three weeks.

Good Demand in South.

In the southland, where the hard hand of frost does not nip the motor season so early, the demand for Saxons still continues to keep its rapid pace. New Orleans, which has handled an unusually large number of cars this year, has several orders booked for November and reports from that city indicate that December and January also will be big months in the Louisiana metropolis.

NORTH PLATTE LAWYER AT CAMP IS PROMOTED



Byron Oberst

Byron Oberst, son of Mr. and Mrs. Martin Oberst of 5291 Cass street, has just been commissioned second lieutenant at Camp Cody. He enlisted with the Nebraska boys last summer and during three months at Camp Cody he has risen rapidly, so he now wears his shoulder straps. Before enlisting Lieutenant Oberst was a promising young lawyer, practicing in North Platte, but he gave up his practice to enter the army at his country's call. He graduated with high honors from the Omaha High school some years ago.

Persistent Advertising Is the Road to Success.

GROW RUBBER FOR MAKING OF TIRES

Goodyear Buys Plantation Near Medan, Sumatra, to Be Prepared for Any Emergency.

One of the many lessons that war conditions have brought forcibly to the attention of American manufacturers, is that without control of raw material supply back to the source, in case of a disturbance in market and transportation conditions, business can expect to be greatly handicapped.

The rubber industry learned this lesson early in the war, when England established an embargo on crude rubber, and through its control of the far eastern rubber plantations was able to make it effective. In this way it helped to maintain its trade balance and insured the prevention of reshipment of rubber from neutral nations to the central powers.

Rubber manufacturers, however, were later permitted to obtain crude rubber on their written agreement to withhold shipments of rubber or rubber products from the central powers and certain neutrals that might reship to them. The shipment of crude rubber to this country is still contingent upon the observance of this agreement.

The Goodyear Tire and Rubber company, however, sensed the difficulties that lay ahead in the crude rubber world several years ago, and sent representatives to investigate rubber plantations in the far east, with the idea of protecting its own rubber supply back to the tree, through the establishment of its own plantations.

As a result of these investigations the company now owns a concession of 20,000 acres near Medan, Sumatra, where the problems of growing rubber needs are being worked out. At the time this tract was purchased about 2,000 acres were already producing rubber. So that rubber from this plantation is now coming to the factory at Akron and as the company's plantation managers are able to work

out their intensive methods of rubber culture the proportion of crude rubber coming from the Goodyear Plantation will become larger and larger.

Lining Implement Co. To Distribute Appersons

The Lining Implement company announces it has taken over the sale and distribution of the Apperson motor cars in the territory formerly covered by the Apperson Motor company of this city. Mr. J. H. DeJong will remain in charge of the Apperson sales as manager and retains his former interests in the concern. The present sales room at 2060 Farnam street will be continued, at which place a complete showing of the new 1918 "silver anniversary" models will be shown.

In addition the local retail sales of the Grant Six for Omaha and vicinity will be handled from the Farnam street sales room, a complete showing of the new Grants now being on exhibition.

The addition of the Apperson line to the Grant Six makes a very strong combination for the Lining Implement company which is planning a vigorous selling campaign for the coming season.

Don't Overlook Battery

In Storing Car for Winter

When you store your car this winter, you will drain the radiator, raise the car off its tires and do all the other things which prevent damage during the long winter months of idleness, says Elmer Rosengren of the Nebraska Storage & Battery company.

Don't overlook your battery. The rest of your car can stand idle and not deteriorate, but your battery cannot. The electro-chemical action goes on inside just the same. Batteries will freeze in cold weather unless kept fully charged and that's hard to do on a stored car.

The best and the safest thing to do is to let an expert take your battery off the car and store it for you. Whereby it will be cared for all winter and returned to you in the spring in the best possible condition. The small charge made for this service is far outweighed by the security and convenience.

Allen Motor Officials Start Thirty-Day Tour

W. O. Allen, general manager of the Allen Motor company and Les Place, sales manager, are making a 30 day trip visiting some of the most important distributing points. The itinerary calls for stops at Denver, Omaha, Des Moines, Kansas City, Dallas, Houston, New Orleans, Birmingham, Memphis, St. Louis, Milwaukee, Minneapolis and Chicago. They are expected in Omaha next Saturday and Sunday the 17th and 18th.

The purpose of this trip is to arrange deliveries of the new series 41

Allen 1918 touring car and roadster, which, on account of its low price, mechanical excellence and the degree of satisfaction it gives the owner and dealer, is unusually popular.

King Makes Fine Record On a Government Test

Dallas, Tex., Nov. 10.—Chief Engineer T. P. Chase of the King Motor Car company recently made a King Eight running test out of Dallas that was entirely satisfactory to himself, and he hopes also to government officials at Marfa, Tex., which point was the destination of the journey. Mr. Chase took a stock King off

the sales floor of the Cameron Automobile company. The car was driven directly to Marfa, a distance of 500 miles, where it was entered in a government 5,000-mile test trip. The car made the full 5,000 miles without the slightest mishap, in spite of the fact that road conditions were very bad at times.

After the gruelling contest was over the King was driven back to Dallas in 34 hours, or 26½ hours elapsed time, seven and a half hours being taken out for rest, meals, etc., by the occupants. Examination of the King Eight after its return to Dallas showed only a few minor adjustments necessary.

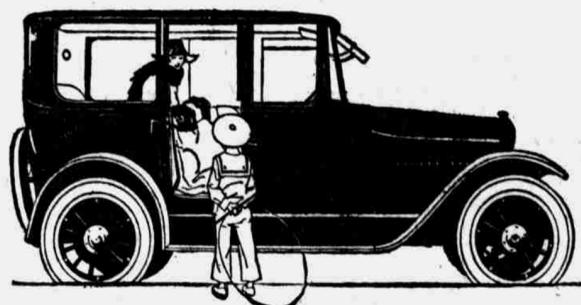
National

—with airplane type motor

For all its elegance and comfort, there is no other thing in the National Touring Sedan that can compare with its twelve-cylinder motor. Quick, competent and quiet, it has the airplane engine's staunchness as well as its form. It makes this car as capable for cross-country driving as for city usage. Under all conditions it is surprisingly economical of fuel.

A preliminary showing of the National Touring Sedan, the car that will be the nucleus of the National exhibit at the coming New York automobile show, is now being held in our salesrooms. You are cordially invited to inspect it here under conditions far more favorable than will be possible later.

NATIONAL MOTOR CAR & VEHICLE CORP., INDIANAPOLIS
Seventeenth Successful Year



THE T. G. NORTHWALL CO.,
911 FARNAM ST., OMAHA, NEB.

LUTE MORSE, Lincoln, Neb. S. R. NELSON, Atlantic, Ia.
DEAN BROS., York, Neb. OSCAR CARLSON CO., Dannebrog, Neb.
HELD AUTO CO., Columbus, Neb. FRANK BLAKENEY, Falls City, Neb.



Closed Cars for Every Temperature!

Immediate Delivery! **Four or Six Cylinder Models!**
Substantial Saving In Cost! **Convertible Coupes or Sedans!**

Beautiful closed cars are now ready for immediate delivery.

We anticipated the habit people have had of waiting until bad weather inflicted its punishment upon them before ordering their closed cars.

We planned and prepared in advance for exactly this emergency.

You now make a considerable saving in cost.

Because we bought materials when prices ruled much lower.

These closed cars are as substantial as they are stylish.

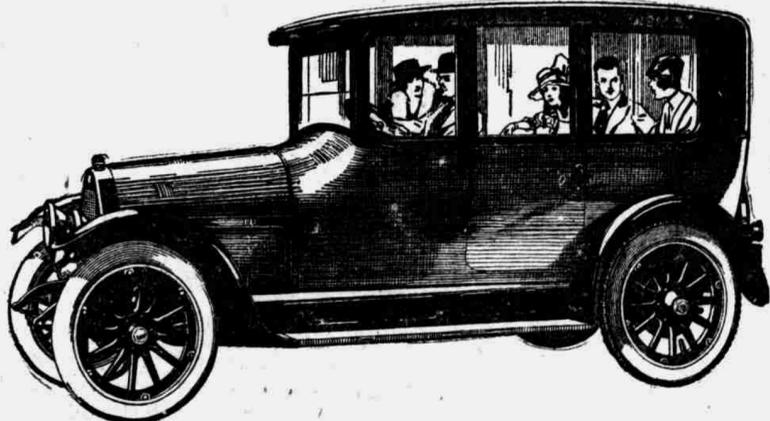
Being convertible, they are easily transformed into open cars when desired—with side windows and up-rights disappearing.

Inside, they are final in good taste, convenience and roominess.

Convenient seating arrangements—room for five passengers in the Sedans.

Everything is as you would personally wish it—dome lights, curtains, handsome trimmings, thickly carpeted floors, and deep cushions.

Order yours at once and profit by the saving in cost price combined with the advantage of immediate delivery.



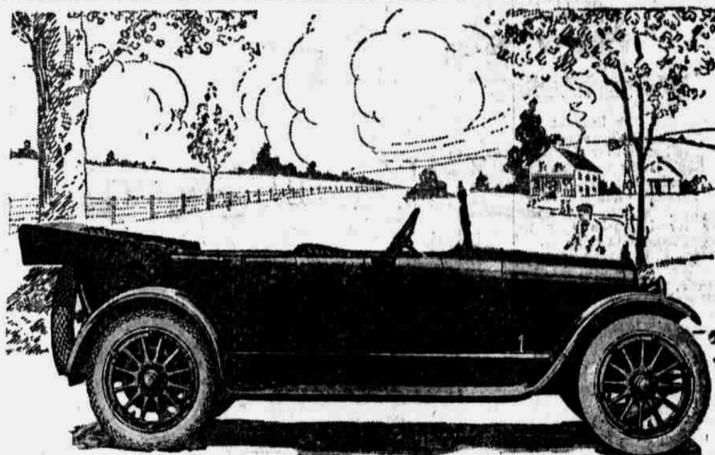
Model Eighty-Five Four Sedan \$1485 Coupe \$1285
J. & B. Toledo—Tax Free.

Model Eighty-Five Light Six Sedan \$1620 Coupe \$1420
Prices subject to change without notice.

WILLYS-OVERLAND, Inc., Omaha Branch

SALESROOMS
2047-49 Farnam St.,
Phone Douglas 3292.

WHOLESALE DEPT.
20th and Harney Sts.
Phone Douglas 3290.



Announcing the New Distributors of The Monroe "4"

In introducing ourselves as the new distributors of Monroe Automobiles, we feel like the fellow who has just bought a house across the street from his old one. We know the neighborhood and we know our neighbors.

In taking on the territory controlled by the old firm of L. E. Doty, Inc., we have merely added northern Nebraska and western Iowa to the South Platte territory, which territory we have operated in for a number of years, selling Velie and Monroe cars.

We know the lines and we know the people, and, we have great confidence in both.

Regarding the MONROE Line

40 Per Cent More Efficient Than Any Car of Its Class

Think what this wonderful increased efficiency means to you. It means more power on hills and hard roads. It means a four-cylinder motor that combines with its simplicity and economy the flexibility and power of a multiple cylinder motor. It means a quicker response.

By the use of a fully counter-balanced crank shaft—until now deemed impractical in a car of the four-cylinder motor type—a perfected pressure lubricating system, and a highly improved method of carburetion—this advanced supremacy has been achieved.

But we have done even more than increase by 40 per cent the efficiency of this car. Wear has almost been reduced to zero. Fuel and engine economy have been increased to an almost unbelievable degree. A riding comfort has been se-

cured that is matchless in cars of like wheelbase.

And this is but one of the many features of this all-feature car. You get the ability to accelerate from 5 to 50 miles an hour with the utmost ease and speed. You get a Monroe M. & S. differential that assures you equal traction and makes skidding, spinning and sticking practically impossible. You get a pressure oiling system which furnishes a continuous flow of oil directly to the motor. In this system the oil supply is automatically increased or decreased in proportion to the power required. By the continuous volume of oil circulated at high speed through the crank shaft the temperature of the crank shaft bearings is kept low and the viscosity of the oil is maintained.

5-Passenger Touring, \$1095.
Sedan (on small chassis), \$965.

Club Roadster, \$635.
2-Passenger Roadster, \$565.

Crumbliss-Van Doren Co.

2027-29 Farnam St. Omaha Phone Douglas 8554.