

DEMAND FOR CARS EXCEEDS CAPACITY

Studebaker Sales of Last Two Months Surpass Those of Any Like Period Since Company's Organization.

A. B. Erskine, president of the Studebaker corporation, who has just completed a trip of inspection of Studebaker sales agencies, says: "The demand for Studebaker cars is greatly in excess of our capacity to furnish them. Sales for the months of September and October exceed those of any two months since the organization of the company."

"On January 1, 1918, compared with January 1, 1917, the cash position of the company will be in much better shape. We will have smaller inventories, more cash and less notes and accounts payable. The directors are unanimous in the opinion that the 10 per cent dividend on the common stock will be restored."

Earnings Great.

Earnings of \$8,000,000, or \$17 a share, on Studebaker common after war taxes this year, as estimated in the wire from the president Erskine, exceeds previous expectations, and would compare with \$8,611,245 in 1916 and \$9,067,425 in 1915. In the June quarter this year sales of Studebaker cars fell off seriously as a result of our entry into the war, and profits were well under those of the previous year. Recovery has been made since June 30, however, and reduction has been made in the floating debt to \$9,231,520 from the high point of \$13,231,520 as of July 1.

De Palma Dies

In the building of fast cars it has frequently been thought that the limit in speed had been reached, but actual performance has shown that no matter how high the record has been set, sooner or later it was bound to be eclipsed. This is what happened to the world's 10-mile speed record last week on the two-mile hard track speedway at Sheephead Bay, N. Y., when Ralph De Palma, using a Packard motor of less than 300 cubic inches displacement, clipped 2.37 seconds from the world's record set up by Hornstedt, on the Brooklands, England, track in 1914 in a car of 1,100 cubic inches displacement.

De Palma's time for the 10 miles was five minutes, 17.41 seconds—a speed of 113.42 miles an hour.

There was special interest in De Palma's try for the 10-mile world record because of his use of Goodyear no-hook-or-straight Side Cord tires. Racing men have clung tenaciously to the tradition that only clincher tires would stay on the rims at speeds of 100 miles an hour and better and then only when fastened on with special lugs, although the Goodyear Tire and Rubber company has maintained that the branded piano wire base in the head of no-hook tires is sufficiently strong and rigid to hold the tire to the rim regardless of all riding conditions.

Maxwell College Students

Work Every Day in the Year

Most universities and colleges are in session from September to June and some only during the summer months, but there is one whose doors are open every working day in the year—the Maxwell Technical college.

Maxwell Tech has a faculty, curriculum, students, finely-appointed laboratory—everything. At the head of the faculty is Prof. Guy de Long, M.M.M.—master Maxwell motor mechanism. In an advisory capacity is H. I. Gunderson, known the auto world over as "skipper," as professor emeritus.

Ford Cars Come Through

Like Wheat From a Machine

During the month of October the Ford Motor company made 79,675 cars. In the last six months its production was 469,135 or at the rate of 938,270 per annum. The estimated production for the year was placed at 900,000, about 3,000 per day, but there is small doubt that under war conditions present, that there will be more than a million Ford cars made within the Ford fiscal year, August 1, 1917, to August 1, 1918. Staggering as these figures, this tremendous amount of manufacturing possibilities, it is especially astonishing to know that the demand is ever ahead of production, and that there has not been a day since August 1 last that there have not been orders on hand for more than 100,000 cars for immediate delivery.

Omaha Automobile Club Notes

Through club efforts the police department is sending to employees a warning that their drivers of slow-moving motor or horse-drawn trucks must keep as close as possible to the right-hand curb to allow faster moving vehicles a clear and safe passage. Numerous complaints received by the police department and the Auto club caused the action. Many truck drivers persist in staying in the immediate flow of traffic and refuse to pull over to the right to allow a faster moving car to pass. Wholesale arrests will result if the city ordinance on this traffic point is not observed. Employers have been asked to warn their drivers that the costs of arrest will be taken from their salary.

The Auto club has received, through newspaper publicity asking for same, some valuable stolen car data which is being followed up. The club is greatly encouraged by the co-operation given by the newspapers and the motorists of Omaha, and again asks all who have had cars stolen to report to the club; also any information, tip or hunch which you believe to be worth running down.

Next Wednesday morning in the Auto club room the King of Trails Highway association will convene to determine the final and permanent routing of the K. T. highway from Sioux City to Ortonville, Minn. At present there are two contest roads working for the final routing and the meeting will likely be a warm good roads meet. The K. T. association is one of the younger road organizations of the country, but has made wonderful progress in the last year, having marked nearly all their route and stirred up road improvement from Winnipeg to the Gulf. It is estimated 150 or 200 delegates will be on hand.

The club has received word that the Black Hills trail is now marked B.H.T. from Elk City to Norfolk. The marking will be brought into Omaha on the Military road.

U. S. Ambulances Doing Great Work in Paris Zone

An interesting report regarding the service rendered by American trucks has been sent to Frank Allen Whitten of the General Motors company, by William R. Herford, executive secretary of the American Military hospital. The report is herewith quoted in part:

I have bought 50 GMC trucks for the American Ambulance hospital in France to be used for the purpose of ambulances. The ambulance service of our Paris hospital is now taking care of all of the transportation of wounded in the entire Paris zone, the principal hospital zone of France. These cars, with Americans driving them, meet the trainloads of wounded coming to the distributing stations in and near Paris and carry the wounded from these stations to the many hospitals. Sometimes the work is a great test of endurance for both men and machines, because it must be kept up constantly for hours on a stretch. Sometimes for night and day men and machines must go on the men without chance for sleep and the machines without chance to be overhauled.

Auto Factory Employees Buy Large Block of Bonds

After subscribing more than \$138,000 to the first Liberty loan, the employees of Nordyke & Marmon Co., makers of the Marmon "34," and other Marmon products, surpassed their previous records and took \$146,000 of the second Liberty loan, according to figures just issued by the Liberty loan committee of the plant. This was exclusive of the amount subscribed by the company itself.

Moon Manager Hears No Kick on the Auto War Tax

"This is a truly patriotic nation," said Stewart McDonald, vice president and general manager of the Moon Motor Car company of St. Louis, "and the automobile trade is in position to know this. Strong opposition to the 3 per cent war tax was made by the automobile trade in the belief that such a tax would seriously cripple the industry because buyers would not buy cars because of the tax."

"We have been agreeably surprised and our belief in the loyalty of our public strengthened by the fact that there has been absolutely no question raised—not even in a single instance—by a buyer of Moon cars as to the war tax."

"On our new Thousand Dollar six, the tax would be \$30. On our larger models it would be more, but our dealers and salesmen tell us that not a single sale has been postponed because of the war impost."

Auto Show Dates This Year

- November 12-18—Denver, Colo.
- November 12-19—Los Angeles, Cal.
- November 12-19—El Paso, Tex.
- December 3-8—Akron, O.
- January 3-12—New York.
- January 9-27—Cleveland, O.
- January 11-18—Washington, D. C.
- January 11-19—Providence, R. I.
- January 11-19—Philadelphia, Pa.
- January 14-21—Milwaukee, Wis.
- January 19-26—Montreal, Canada.
- January 19-27—Cleveland, O.
- January 21-26—Scranton, Pa.
- January 21-26—York, Pa.
- January 21-26—Portland, Ore.
- January 26-February 2—Chicago.
- February 2-8—Minneapolis, Minn.
- February 9-16—Kansas City, Mo.
- February 11-16—St. Louis, Mo.
- February 18-23—Scranton, N. Y.
- February 18-23—Grand Rapids, Mich.
- February 18-23—Springfield, O.
- February 18-23—Des Moines, Ia.
- February 18-23—Pittsfield, Mass.
- February 18-27—South Bethlehem, Pa.
- February 26-March 3—Omaha, Neb.
- March 2-8—Boston, Mass.
- March 20-23—Trenton, N. J.
- April 9-13—Stockton, Cal.

Norway Clamoring for American-Made Trucks

With only one ship plying between the ports of New York, United States of America, and Christiania, Norway, the very prosperous citizens of the Scandinavian country clamor in vain for American products, motor cars, particularly.

Sverre Edin of Kolberg, Caspari and company, engineers, Christiania, Packard dealers in Norway, who came to America on the most recent voyage of this vessel, arriving a month ago, is endeavoring to obtain licenses

Liberty Bonds Taken by Olympian Motor Co.

The Olympian Motor company of Pontiac, Mich., has recently added itself to the list of motor car manufacturers who will accept Liberty bonds in full or part payment for motor cars, either on sales made to dealers or sub-dealers.

Liberty Bonds Taken by Olympian Motor Co.

Albert Dill of Dill & Topping has supplemented the advice by announcing his willingness to extend this proposition to all subdealers or prospects in his territory.

See Want Ads Produce Results.

"The Home of Satisfaction"

Satisfaction Guaranteed ON USED CARS

The Murphy-O'Brien Auto Co. have adopted a new policy of selling used cars. A guarantee encompasses every Dodge Brothers and Paige car we sell. We assume responsibility for defective parts and give the purchaser every assurance of satisfaction. This is something new in the automobile industry—a most radical change from the policy employed by all dealers in used cars.

Heretofore the purchaser has assumed all the risk. He has had to depend on his own judgment, or "luck." He could never be sure he would not have a big repair bill tacked on to the original purchase price. We are going to change this. We are going to insure you—to guarantee you will be satisfied. We believe this is only fair—that the man who spends his money for a used car is entitled to the same attention and consideration that is given to the purchaser of a new car.

SEVEN DAYS' TRIAL

Come down and pick out your car. We'll tell you everything we know about it. Then try it for seven days. If, at the end of that time, you are in any way dissatisfied, bring the car back and every cent of your money will be cheerfully refunded.

That's all there is to it. There is no red tape.

In a week's time you will know whether the car is as represented—and that is what the trial is for—to determine if you are satisfied. Then, as a further assurance of satisfaction, we will give a

30-Day Mechanical Guarantee

We give, for a period of 30 days, the same guarantee as to the mechanical soundness of the used car that we give with new cars. Thus we assume all risk.

We believe the prospective purchaser of used cars will appreciate this new policy. We know we will derive a vast amount of satisfaction if we can say on December 31, 1917, "We know that everyone who has purchased a car, of any description, from the Murphy-O'Brien Co. is satisfied."

Come in and talk it over. Now is the logical time to purchase, as prices are low.

USED CAR DEPARTMENT

Murphy-O'Brien Auto Co.

1814-16-18 FARNAM STREET. TELEPHONE TYLER 123.

A DEARBORN

\$350
F. O. B. Chicago
and a FORD makes a ONE-Ton FORD-DEARBORN TRUCK

\$400
F. O. B. Chicago
and ANY Car makes a ONE-Ton Dearborn Universal Truck

\$450
F. O. B. Chicago
and a FORD makes a TWO-Ton FORD-DEARBORN TRUCK

\$500
F. O. B. Chicago
and ANY Car makes a TWO-Ton Dearborn Universal Truck

ATTACHMENT

And Any Kind

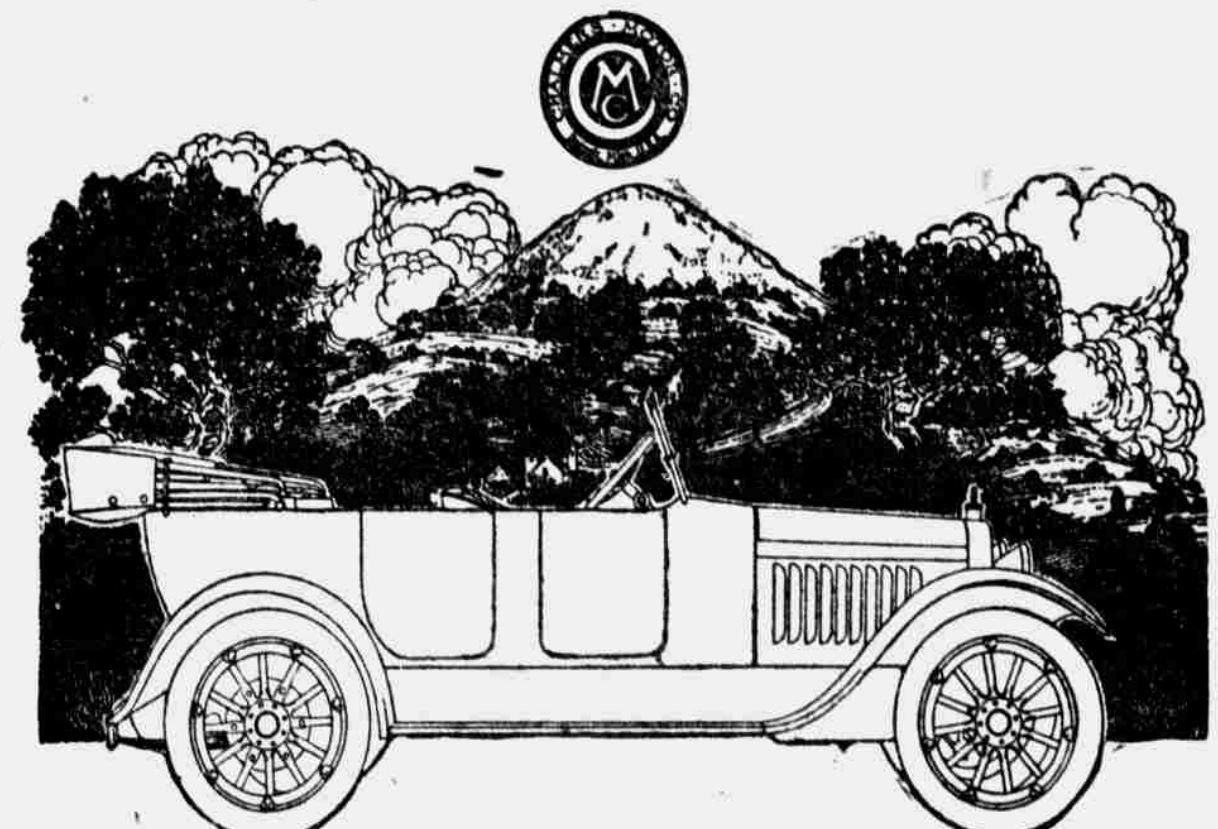
Of An Automobile

Will Made a

GOOD TRUCK

JONES-OPPER CO.,
2043-45 Farnam St., OMAHA, NEB.
Distributors Eastern and Northern Nebraska and Western Iowa.

A. H. JONES,
HASTINGS, NEB.
Distributor Southern and Western Nebraska and Northern Kansas.



AN ENGINE YOU'LL NEVER FORGET

The great Chalmers engine, now featuring the current Chalmers car, arrived at a rare time in history.

With war on, and gasoline in use now as never before, there has been one result evident probably to most every man that drives a car—the rapid decline in the grade of gasoline.

Engineers never expect to see a high-grade gas again.

In the face of this condition now comes the great Chalmers engine, which makes high power out of low-grade gas.

It makes "one drop of gas now do the work of two." It makes gasoline work as gasoline has never worked in an automobile engine before.

By means of an ingenious device known as a "hot spot," the gas, after leaving the carburetor, is warmed up (but not overheated) just before it enters the intake manifold.

Then by means of another ingenious device known as a "ram's-horn" manifold, it is skillfully passed on to the engine combustion chamber.

The secret here is in what are known as "easy air bends."

The result is that at the time when the gas is touched off by the spark plug it is "cracked up" into a perfect vapor for 100% results.

This device in particular is one of the most notable achievements in automobile engineering in many years.

Not only do these improvements on the engine create more power out of less gas, but they also make possible a quick starting engine on a cold day.

When you step on the starter button in a current Chalmers, you get results right off. And your engine begins to run with midsummer smoothness—no missing cylinders—no spitting—no hesitating—no backfire.

So noteworthy is this great Chalmers engine that one is tempted to overlook other notable improvements and perfections in the current Chalmers.

They are numberless, and once evident to the eye of a wise buyer, they win him.

To miss seeing the current Chalmers at our show-rooms is to miss the most recent and most talked-of car of the day.

TOURING CAR, 7-PASSENGER \$1450	TOURING SEDAN \$1850	TOWN CAR LANDAULET \$3025
TOURING CAR, 5-PASSENGER \$1365	CABRIOLET, 3-PASSENGER \$1625	LIMOUSINE, 7-PASSENGER \$3225
STANDARD ROADSTER . . \$1365	TOWN CAR, 7-PASSENGER \$2925	LIMOUSINE LANDAULET \$3025

ALL PRICES F. O. B. DETROIT SUBJECT TO CHANGE WITHOUT NOTICE

Western Motor Car Co.

2054 Farnam Street. Western Distributors Omaha, Neb. Phone Douglas 4904.
CHAS. R. HANNAN, JR., President.
WALTER S. JOHNSON, Secretary and Sales Manager.
E. V. ABBOTT, Vice President and General Manager.
Branches—Lincoln, Hooper, Hastings, Nebraska, and Wichita, Kansas.
WE EXTEND A CORDIAL INVITATION TO ALL IMPLEMENT SHOW VISITORS.