

## MUST CONTINUE MAKING MOTOR CARS IN THE U. S.

United States Main Source of  
Supply of Road Transporta-  
tion for World; Compari-  
son With England.

In suggesting the curtailment of passenger car production in the United States the authorities responsible have cited the cases of England and France, where such production practically ceased in 1914. The argument is that passenger cars were cut off as non-essentials and so may be similarly cut here. This view is based upon a total disregard for the meaning of the facts, says the Automobile.

In 1914 up to August 31 the exports of automobiles of all classes from England totaled \$17,204,475, while imports of the same sort amounted to \$27,474,700. In 1914 the automobile exports of the United States totaled \$40,136,565. In the same period the American imports were \$620,493. In other words, before the war America was exporting 60 times as much automobile product as it imported, while England was importing nearly twice as much as it exported.

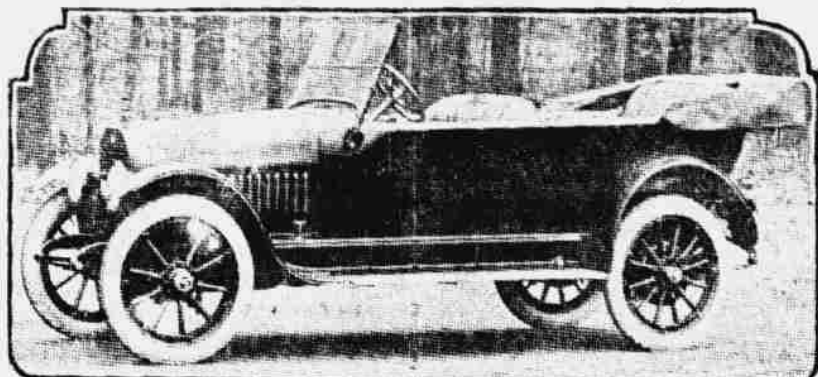
This means just one thing, namely, that America is the main source of supply of road transportation for the world. That the whole world looks to America for vehicles, just as it looks to Manchester for cotton goods. England did not restrict the much-needed labor of the cotton and cloth mills more than could be helped, because this industry was one of those in which England excelled. It has done all it can to keep going this staple industry, which brings so much money to its shores, even though it is now making much more cloth than is necessary for the prosecution of the war. England's greatest trade will not be allowed to go to ruin. Similarly America must not let its automobile business suffer. Not only from the desire to keep a great industry that is a source of revenue to the country, but because the civilized world needs American automobiles just as much as English cotton goods.

### New Accessory Appears For the Ford Chassis

Another new Ford accessory has made its appearance in Omaha, which will enable the man who yearns for the combination of Ford construction and a stream line body to satisfy his desire.

The Kelsey "Stream line" body for Ford cars is the name which graces the new accessory and the distributors, the Sol. S. Goldstrom company, assert that their is a brisk demand for this body. It is a practical way of making a new car out of an old Ford model.

## New Seven-Passenger Phaeton Model of the Hudson Super-Six



Another new model has been added to the exhibit of new Hudsons, being shown in Omaha, the seven passenger phaeton.

This late design resembles more closely the Hudson speedster in its low cut design. The body lines are lower than the previous models and a

### Franklin Passes Through 11 States in 74 Hours

With the mud and dirt of 11 states on his enclosed Series 9 Franklin brougham, Samuel J. Keeler of Norwalk, Conn., recently drove into Tulsa, Okl., 1,757 miles from his home, after being on the road 74 hours and 25 minutes, an average of 23.5 miles an hour for November cross-country automobiling. His gasoline mileage for the entire trip was exceptional, reaching the fine average of 17.06 miles to the gallon. This is believed to be one of the latest late November trips ever made in an enclosed automobile.

Mr. Keeler made the journey with one companion, Charles E. Force of Enid, Okl., and carried luggage which weighed more than 400 pounds. He has already owned 15 different open cars since he began using automobiles and concludes that the enclosed vehicle is the best type of car for long trips. The roads throughout the journey were varied, from splendid macadam roads to rough and muddy pathways, but good speed was maintained throughout.

The general itinerary included these cities: Norwalk, Conn.; New York City; Easton, Pa.; Pittsburgh, Pa.; Canton, O.; Joliet, Ill.; Des Moines, Ia.; Hiawatha, Kan.; Topeka, Kan.; Chanute, Kan.; Independence, Kan.; Tulsa, Okl.

### Goodrich Contributes

Generously to Army

Enlistments have followed so rapidly in the ranks of the B. F. Goodrich Rubber company that the corporation has had difficulty in filling vacancies in some departments. The latest tabulation shows that 1,624 men have gone to the colors. Each day witnesses the departure of more. Ten days ago the company hoisted before 20,000 people a huge service flag—the largest in the state of Ohio—with 1,414 stars on it. The ceremony must have been an inspiration to others for the following day over 100 men

## GOODYEAR MINSTREL PLEASES SOLDIERS

Friars in Camp Sherman Give  
Fine Entertainment for Men  
Engaged in War  
Game.

One of the bright spots in the life of the soldiers stationed at Camp Sherman, Chillicothe, O., came last week when the Goodyear Friars, a 50-man minstrel organization of the Goodyear Tire & Rubber company, of Akron, O., journeyed over to the camp in a special car and entertained the boys with a minstrel and vaudeville show. The Friars' club is composed of the pick of the company's professional and amateur entertainers.

The Goodyear company is especially interested in the boys in camps all over the country, for more than 1,600 men have gone out from the organization to join the colors. So it was but natural that the company's minstrel troupe should wish to give the boys something unusual in the way of a diversion from the duties of the camp.

It was distinctly a Goodyear day at Camp Sherman, for the Friars were conducted about the camp and shown every courtesy. Then in the evening 6,000 soldiers gathered in the

big Young Men's Christian association auditorium to see the first minstrel that many of them had witnessed since their call to the army. Of course, many had attended the professional performances given by different entertainers at the camp, but there had been no opportunity to see a minstrel show at their own camp.

In addition to the 6,000 men that were able to squeeze into the auditorium, several thousand soldiers on the outside heard the performance through the open windows, although not able to see inside. But the big feature of the occasion proved to be one not on the fixed program, as is often the case at such large gatherings.

At the finish of the minstrel program the Goodyear director called for an everybody sing chorus, to which all responded, to the last man. The swinging melody of "Over There" was so responsive, that it seemed as if a fuse had been touched somewhere that had set off an explosion among the whole array of soldiers present. Every man threw out his chest and sang as he had never sung before.

Among Goodyear officials accompanying the troupe were Vice President C. W. Seiberling and J. W. Latfield, both of whom were enthusiastic in their praise of the wonderful work the Young Men's Christian association is accomplishing, and agreed that happier or better-armed boys could hardly be found outside the camps.

## STEER WARMER SOLVES PROBLEM OF COLD HANDS

Among the many devices offered the motorist an electrical hand warmer for the steering wheel fills a long felt want. Perhaps the greatest disadvantage in driving in cold weather is the fact that the fingers get cold and the hands become numb. This is so to such an extent that a great many people will not drive their cars in the winter time. They cannot stand the extreme cold weather or do not like the inconvenience of cold weather driving. But now the winter motorist can drive in comfort—an electrical hand warmer known as Steer Warmers has been invented. It gives out an even heat sufficient to keep the hands warm in the coldest weather.

This device consists of two small leather-covered pads which lace onto the steering wheel at any place convenient for driving. They are heated electrically from the batteries or from the magneto on Ford cars. They are connected like the spotlight and therefore do not cost anything to maintain. Steer Warmers consist of metal plates with the heating element between them. They are guaranteed by the manufacturer not to burn out within five years. They are simple. There is nothing to get out of order

and they can be laced on the steering wheel in 10 minutes. Steer Warmers appeal to motorists and justly so because of their real practicality and the comfort they give.

Steer Warmers are manufactured by the Interstate Electric company of New Orleans.

### Cylinder Ignition Lock Foins Motor Car Thieves

Ninety per cent of the loss from automobile thefts could be prevented by the exercise of a little extra caution on the part of owners, according to Fred K. Parke, general manager of the Olympian Motors company of Pontiac, Mich.

"The average motorist does not realize the folly of leaving his car unguarded at the curb until it is too late and he has learned by experience," says Mr. Parke. "It is estimated that the cost to car owners from their cars stolen close to \$60,000,000 yearly in the United States. In the city of Philadelphia alone, more than 2,000 cars valued at nearly \$2,000,000 were stolen during the first 10 months in 1917. Less than half of them were recovered and these were found in a badly damaged condition. In Chicago police records show that \$10,000 worth of cars are stolen every day.

Looking for work? Turn to the Help Wanted Columns now. You will find hundreds of positions listed there.

# Help Conserve Our Nation's Gasoline and Rubber with the Franklin Car

THE daily production of gasoline is 6,849,000 gallons. Of this production, the Government needs, and must have, nearly a million gallons every day.

This is a new demand on our gasoline supply—last year it did not exist.

The Government's War needs are imperative. Government officials, newspapers and magazines put it up to the motorist to help conserve our nation's gasoline supply.

A motorist may, in all sincerity, wish to cooperate with the Government in gasoline conservation—but, unless he operates a car of thrift, of what value are his "good intentions"?

In connection with this lively National issue, it is interesting to note the motoring public's opinion of the Franklin Car as a car of thrift and utility.

The Franklin has tripled its building schedules.

Working on this tripled production it has not, as yet, equaled the daily growing demand that has sprung up for the Franklin throughout the country since the cost of gasoline and rubber went up.

### Gasoline and The Franklin Owner

The man who knows anything at all about automobiles knows that the Franklin owner is already down to rock-bottom thrift. He gets eight to fourteen miles more per gallon than the owner of the average fine car.

He owns a fine car that is scientifically constructed to deliver the most miles for the least expense in GASOLINE, TIRES and OIL.

His Franklin is a Scientific Light Weight Car—all superfluous weight, ounce by ounce, is eliminated.

DIRECT AIR COOLING removes 177 unnecessary parts of plumbing in a Water Cooling System—with its freezing troubles in Winter and its overheating troubles in Summer. It saves the expense and uncertainty of anti-freezing mixtures, repairing radiator leaks and a hundred and one other annoyances well known to the owner of a water-cooled car.

The Franklin Owner has a comfortable car—the easiest riding car built. Easy to take through the thickest traffic and untiring over roads as they come.

### Tires and The Franklin Owner

Rising costs in rubber is another problem to most motorists.

Here again the Franklin Owner stands on safe ground.

His Franklin consistently gives an average of 10,000 miles to the set of tires, as recorded from individual owner's reports.

Where the owner of the average fine car buys four sets of tires, the Franklin Owner buys but two and the heavy car owner's cost would be almost three times the Franklin Owner's. On tires, too, he is down to rock-bottom thrift.

### The Franklin Sells on Performance —Not Theory

Much talk is being expounded on this question of gasoline and tire economy.

But talk will never settle the question.

The car itself must give the economy—not the owner.

A motor car is a car of thrift—or it isn't.

If it is, it can perform like the Franklin.

Touring Car 2280 lbs. \$2050	Runabout 2160 lbs. \$2000	Four pass. Roadster 2280 lbs. \$2050
Cabriolet 2485 lbs. 2850	Sedan 2610 lbs. 2950	Brougham 2575 lbs. 2900
Town Car 2610 lbs. 3200	Limousine 2620 lbs. 3200	ALL PRICES F. O. B. SYRACUSE



## Three Stages in Battery Service

1. For the man with a new battery—We start a man right, show him what to do and what to avoid, and give him a certain amount of free service from our experts till he is thoroughly posted on battery care.

2. For the man whose battery is in the prime of life—Free testing at regular intervals, free advice, helpfulness and courteous co-operation always. Quick repairs at fair prices if some little thing gets out of order.

3. For the man whose battery needs repair—Old age, abuse, accident or some other cause may injure a battery. We have trained experts, proper equipment and tools—everything to handle any battery job and do it right.

When at last you need a new battery, we have the finest and sturdiest one ever built—the "Still Better Willard," with Threaded Rubber Insulation. It costs a little more, but it's a mighty good investment.

## Nebraska Storage Battery Co.

2203 Farnam Street. Omaha, Neb. Tel. Douglas 5102.  
Authorized Willard Service Station.

STORAGE BATTERY  
**Willard**  
SERVICE STATION



# Franklin Motor Car Co.

2205 Farnam St.

Phone Douglas 1712.

R-U-2-B-1-OF-60