



CHALMERS GIVES QUESTIONNAIRE ABOUT THE TRADE

Through Newspaper Men in Various Sections Obtains First-Hand Information as to Conditions.

Detroit, Jan. 12.—The automobile editor whose continual contact with the local Auto Row and the outside motor world gives him an intimate "close-up" and at the same time a long range vision of existing conditions, has been called in by the Chalmers company to play the part of an "expert witness."

Editors on leading newspapers of the north, the south, the Pacific and the Atlantic have been interviewed by mail and without exception their replies have been sane and solid in proclaiming the every-day necessity of the motor car, the encouraging outlook in the selling division and the growing solidarity of the great industry to whom nearly five million American citizens look for daily sustenance.

James F. Graham in the Memphis Press wrote: "In the year just closed Memphis dealers sold more cars than in any previous period of equal length. Several local motor companies are occupying handsome quarters erected for them during 1917, three more are now under construction, while negotiations are pending for three others. Every factory in Tennessee, Arkansas and Mississippi is running full speed; women as well as men are employed at better wages than ever in the past and the farmer and the cottongrower have been doubly blessed."

From Tacoma Lloyd W. McDowell of the News-Ledger stated: "The wave of prosperity that is making dollars thick as pennies has begun to reach the great northwest territory, and according to present indications, regardless of the war, the northwest bids fair to outstrip the famous southwest—Los Angeles and vicinity—in the number of cars sold. The question of low-grade gasoline in these parts is a serious item and the Hot-spot improvement has made the Chalmers a welcome remedy in the local field."

John Nafe of Detroit Times wrote: "Based on personal observation and reliable data I firmly believe that the demand for automobiles, both touring and commercial cars, will be greater in 1918 than ever before in the industry. The fact that a large number of the motor plants are engaged in the manufacture of munitions may and probably will result in a de-

New Defiance Auto Truck



Defiance, O., rich in historic interest, is destined to become better known in the commercial vehicle and business world, for the Turnbull Wagon company, which was recently reorganized on an extensive scale, is now producing a one and one-half-ton motor truck named the Defiance. The new company, known as the Turnbull Motor Truck and Wagon company, with truck sales division at Fostoria, O., and factories at Defiance, O., is very favorably equipped to

make a success in the motor truck field. The parent organization has been building heavy-duty vehicles successfully for 41 years. W. O. Allen, general manager of the Allen Motor company, Fostoria, O., is president and general manager.

The Defiance is a very husky truck with an exceedingly stout channel steel frame of five and five-eighths inches depth. The wheelbase is 135 inches, with 116 inches from back of cab to rear of frame, and with 44-inch overhang beyond rear axle.

PIERCE-ARROW WAR TRUCKS IN USE BY SOLDIERS

Forty-six Pierce-Arrow war trucks, for the use of the United States government, left the factory in Buffalo on New Year's morning on the first lap of a trip that will carry them clear across the state.

This is the largest convoy which has yet attempted an overland journey to point of shipment or operation. It will furnish data for determining the practicability of making deliveries by this method. If generally

increased supply of automobiles which will, of course, accentuate the demand for all available cars."

In the Boston Transcript, Charles F. Marden contributed the following: "New England is conservative in its notions and its methods; but once a satisfactory product is established in this community, the producer may count confidently upon the loyalty of his customers, and upon their patronage being little subject to fluctuation through the influence of current events. For this reason the motor trade of New England is not feeling the ups and downs of war alarms and such long established and well known cars as the Chalmers are enjoying a steady demand.

adopted, such a plan will release thousands of freight cars otherwise necessary for the transportation of motor trucks to the Atlantic seaboard and other points of mobilization.

The trucks comprising this convoy were driven by members of the Twentieth United States engineers, under command of Captain J. K. DeLoach and Lieutenant S. C. Eastman. One hundred men of this division were detailed for the purpose, and arrived at the Pierce-Arrow factory the day before Christmas.

Special instruction for drivers. A course of instruction was laid out by the Pierce-Arrow truck engineers, in order to familiarize the men with details of construction and operation of the trucks. The standard instruction book was augmented by special lectures on various points of equipment, and the course wound up with intensive driving practice under the guidance of expert instructors.

The convoy moved in three sections, each accompanied by a trained Pierce-Arrow mechanic, available to the drivers in case of trouble on the road. A high-powered Pierce-Arrow passenger car headed the convoy to act as pilot, the driver being a man familiar with every mile of the road traveled.

A second passenger car bringing up the rear carried extra drivers, mechanics and observers for the Pierce-Arrow company, and a photographer making a pictorial record of the trip.

SELLING PROBLEMS ON MEXICAN BORDER

Spanish Primer or Interpreter Necessary; "Casings and Tubes" Not Name of a Firm.

"It is doubtful," said Joe M. Dine, Goodyear branch manager, "if any book of rules could cover all the problems that come to salesmen covering the Mexican border country, at least it is improbable that any other book than a Spanish primer would have safely guided the Goodyear salesman who figured in the following story.

"This salesman, who had not been roaming the border long enough to acquire a speaking knowledge of the border Mexican's lingo, found a Mexican vulcanizer upon whom he tried all the persuasive powers of his sign language, emphasizing each particularly good point with a deep guttural, and finally secured the prospect's signature on his order.

"But it is one thing to secure a signature, and another to read it—and in this case it was unintelligible to the salesman. So the most difficult point in the transaction was still ahead. After profuse gesticulations and explanations he somehow convinced the Mexican that it would be all right for him to disclose his identity.

"So the vulcanizer with a majestic sweep of the arm toward his front window seemingly indicated that his name could be found there. The salesman sailed suavely out of the shop to find in perfect alignment on the window the sign, 'Lantos y Tubos,' all of which was noted on the order.

"Now, of course, all stories to be worth telling, must have a sequel. In due time the order for Goodyear products was dispatched to the address indicated. It was not however, till the salesman's next call that he learned, much to his chagrin, Lantos y Tubos was not the vulcanizer's name, but his business, for 'Lantos y Tubos' in Mexican lingo means simply, 'casings and tubes.' But the shipment had reached its destination promptly, so 'All's well that ends well.'"

INCREASED DEMAND FOR AUTOMOBILES

Velic Motor Cars Popular in Many Communities, and Shops Can't Supply Demand Fast Enough

"A short time ago," says F. E. Bradfield, secretary and sales manager, Velic Motors corporation, "I made a round trip of the country, visiting many Velic dealers in all communities. I talked with buyers, bankers, merchants, and those with whom the dealer comes in daily contact.

"I found a variety of opinion as to the future status of general business influenced largely by war conditions, but I did find a unanimous belief in the automobile and in its necessity as a part of our economic life.

"Naturally, there are locations in the territory where business is below the average, due in most instances to

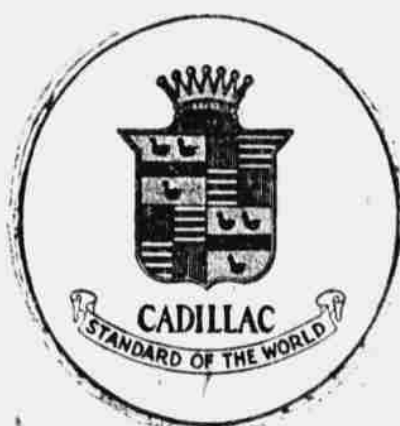
lack of confidence and a pessimistic frame of mind inspired without question by German propaganda.

"The merchant needs his passenger car or light delivery; the salesman his runabout. More than ever the farmer depends upon his automobile to aid him in the raising of larger crops. I found the demand for motor cars was insistent and necessary to the success of our increasing war activities.

"There will be shortages, since we must feed and supply the world, but with increased crops, established prices, the elimination of unfair profits and a unanimity of purpose, those shortages will be gladly suffered as a part of the price of our new patriotism.

"Even now we cannot build Velic cars fast enough to supply the demand. As the billions of money raised for war purposes finds its way into the hands of the merchants and the people at large, this demand will grow even greater. We predict a shortage of Velic cars later in the year and for no other cause than increased demand."

The Crumbliss and Van Doren Auto company, local distributors, assert that their only fear is an undersupply of cars.



Place Your Order With Us Now For Your New Cadillac

WHEN we ask you to place an order with us for a new Cadillac motor car NOW, we do so to prevent disappointment for you as well as for ourselves.

NEVER in all its history of honorable manufacturing has the Cadillac stood so high in the esteem of the nation as it does right now.

WAR has laid a new stress on the wisdom of buying motor cars of sound, substantial and accurate construction. It is evident that the public is discriminating in favor of the Cadillac well known and permanent value.

THE new Cadillac Eight has never been made in large enough quan-

tity to meet the demand and the new economic element has made the problem even larger, considering the war orders which must also be filled.

WE are preparing to equip the most complete service station in Omaha and will render Cadillac service such as will please the most particular motor car user—a service which you will be glad to avail yourself of as soon as you acquaint yourself with us and our business methods.

IT is our hope, through efficient and courteous service to all Cadillac owners, to fully vindicate the judgment of the Cadillac Motor Car Co. in selecting us their new representatives at this important point.

We are offering immediate delivery on practically all body styles of the newest Cadillac models and will feature a number of specially finished cars in unusually attractive combinations of colors and upholstery.

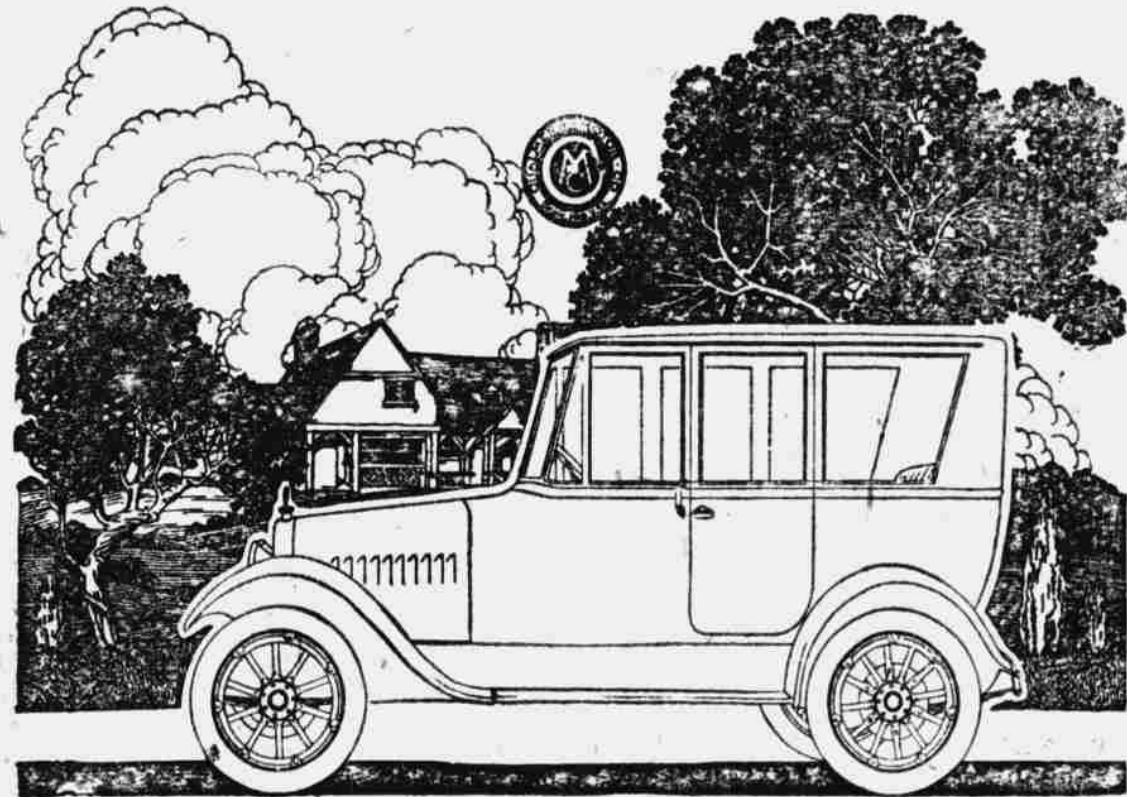
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5 SECONDS ON A ZERO DAY IS ABOUT THE TIME IT TAKES TO START THE GREAT CHALMERS ENGINE

Those driving the current Chalmers in the northern zones of America are reporting most amazing results in quick starting on a cold day. To the now famous "hot spot" which "cracks up" and heats the raw gas, and "ram's-horn" manifold all credit is given.

Zero days run down batteries, and cause no end of trouble, but Chalmers owners are free from the usual "tussle with a stone cold engine".

Scarcely a day passes that compliments aren't phoned to us from appreciative owners; and so common has been the comment on the easy starting and quick attainment of power on a cold day that sometimes we have difficulty in calling attention to twenty other perfections in the new Chalmers. Some of them, we think, are more important than either "hot spot" or "ram's-horn".

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