



OPTIMISM IS THE KEYNOTE OF AUTO MEN, SAYS POWELL

Manager of Omaha Motor Show Says Cloud of Doubt Surrounding Car Industry Has Been Punctured.

"The big automobile show in New York punctured a cloud of doubt, which had rested upon the industry for several weeks previous to the show," declared Clarke Powell, manager of the Omaha motor exposition, upon his return from the Gotham display. "There was considerable question as to whether the factories would make as big a showing as usual and even if they did, as to whether the dealers would come in for it."

"The first night proved that the factories have put forth even stronger efforts than in the past and it took only a few days to show that the dealers were coming in from all over this country as they have in the past. For the first two days the attendance was a little slim, owing to the weather conditions, but when the weather cleared up, the crowds came with a rush and there were times when it was nearly impossible to get through the exhibits."

Hotels Jammed.
"The hotels, of course, were crowded with automobile dealers, automobile manufacturers and manufacturers and jobbers in automobile accessories, and the one topic of conversation was the war and its probable effect on the industry."

"The enthusiasm at the show indicated no lack of interest for the coming year, and another thing that relieved the feeling was the report of the petroleum war service committee of the Council of National Defense, which announced that nothing was to be feared in the way of a gasoline famine."

"There is a feeling that the automobile industry will be one of the last to be restricted as it is unquestionably one of the most potent factors today in speeding up business in all lines. In large centers like New York, for instance, to restrict the use of automobiles would be to paralyze traffic conditions to such an extent that all industries would suffer."

"While I was in New York an unofficial report was put out by the National Automobile Chamber of Commerce, showing the registrations for the entire country on January 1. This report showed there were 5,140,000 cars in this country."

Great Gains Made.
"This indicates the greatest gain in one year yet made by the motorists, for the count was about 4,000,000 at the end of 1916. New York is there in a line of glory, showing the greatest gain of all the states, 94,000—the total count here now being in the neighborhood of 410,000."
"Alfred Reeves, general manager of the National Automobile Chamber of Commerce, who gathered the 'dope,' also discovered that 10 per cent of the cars have disappeared or have not been registered. He figures that inasmuch as 1,900,000 cars were made in this country in 1917, and that, if all machines had been tagged, that the registered total would have been 5,900,000 instead of 5,000,000. Taking out what were exported, we find that there are 450,000 cars, which either have gone to the junk pile or whose owners have put them out of service."

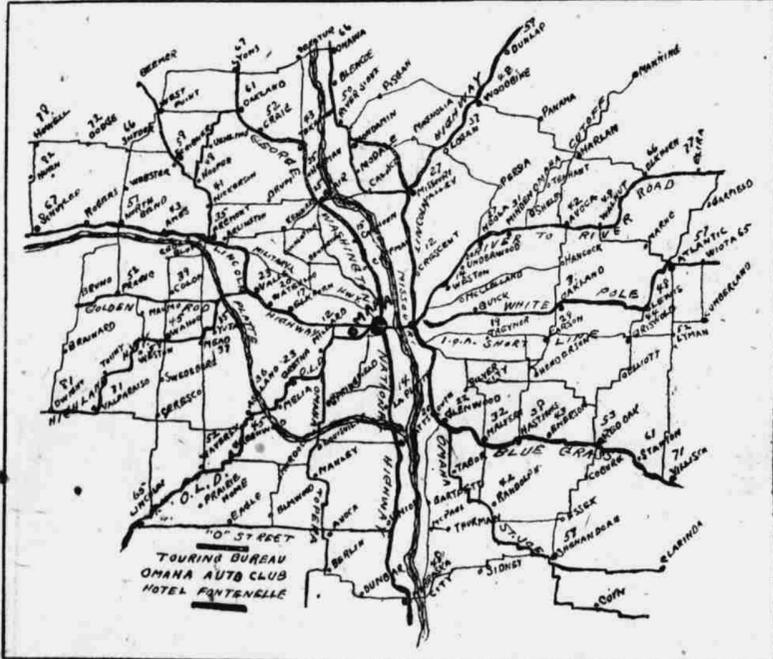
Apperson "Eight" Saved
Trixie Friganza's Turn
Another evidence of the manner in which the automobile provides transportation in cases where the steam cars fail was noted when Trixie Friganza, Orpheum headliner, rolled into Omaha last Sunday afternoon from Des Moines, Ia., in an Apperson touring sedan.

Miss Friganza was confronted with a very vexing problem. She was booked to appear at the Orpheum's afternoon performance in Omaha, but owing to the severe storm the trains were unable to move. However, Trixie simply had to move or disappoint her audience in the Gate City.

Straightway she hied herself to a nearby garage and talked a venturesome youth into driving her from Des Moines to Omaha. They picked up an Apperson "Eight" as their mount and the race was on.
Trixie said she drove through three-foot, four-foot (and one six-foot) snowdrifts in much the same manner as she used to "ease" through the breakers at Courtland Beach (only right side up). They finished all in one piece, however, and Trixie is strong for the Apperson Jack Rabbit.

California Stage Line
Uses Higher Grade Cars
Proof that high grade passenger automobiles are admirably suited for such purposes is offered by the Eldorado Stage company, which operates 20 Packard Twin Sixes between Los Angeles, Bakersfield, Taft and other California cities on regular schedule, giving better service than the trains give. This is true also of the Apache Trail Auto Stage company, operating between Phoenix, Roosevelt Dam and Globe, Arizona.
Governor Estaban Cantu of Lower California, the only executive of Mexico who has conducted the affairs of his country peacefully and constructively, does practically all of his traveling in a Packard Twin Six. He is planning to make the automobile and motor truck quite as important a means of transportation as railroad, by means of the splendid system of highways he is having built.

Auto Club Would Extend Truck Service to Include Nearby Towns; Marks the Route



To help extend truck service to nearby cities and towns, the Omaha Automobile club will be glad to give any Omaha merchant road reports, road directions and help in routing. At present the Iowa roads are in excellent shape, and the Nebraska roads while not so good, are yet being used by hundreds of trucks and passenger cars.

Truck delivery to hundreds of towns within a radius of 100 miles of Omaha is entirely possible at present, and at an economical saving in both

time and money. You also help to relieve the railroad congestion. Most of the highways in Nebraska around Omaha have been marked by the club and therefore easily followed. To the north Blair, Tekamah, Herman, Craig and Oakland on the Washington highway; Elkhorn, Waterloo, Valley, Fremont, North Bend, Schuyler on the Lincoln highway; Yutan, Mead, Wahoo, Weston on the Highland highway; Millard, Gretna, Ashland, Greenwood, Waverly and Lincoln on the O. L. D.; La Platte, Platt-

smouth, Union, Murray, Nebraska City on the Washington highway; and in Iowa there's Missouri Valley, Loveland, Dunlap, Dow City and Denison on the Lincoln highway; Oakland, Lewis and Atlantic on the White Pole; Weston, Underwood, Neola, Minden, Avoca on the River-to-River; Glenwood, Hastings, Malvern, Emerson, Red Oak on the Blue Grass; Treynor, Carson, Griswold, Lyman on the I. O. A. Short Line, and dozens of good towns just off these mentioned main roads.

Chalmers Hot-Spot Exacting Test; Stands 15 Hours Amid Ice and Snow

In the wake of one of the worst January cold spells, according to the New York weather bureau, in a quarter of a century, a Chalmers hot-spot started one night recently in 40 seconds, after a 15-hour exposure in stinging icy cross-winds. From 7:30 in the morning until 10:30 at night a stock Chalmers was left standing in the path of thousands of show visitors, in personal charge of an expert observer, and open to inspection by the public.
The prime object of the test was to do every thing "in the open" under the supervision of experienced judges and in the face of the worst weather conditions prevailing during the week.

Although the weather was milder than the previous week's intense cold, at the same time the average temperature for the 15-hour test was about

25 degrees below the point of freezing. With great quantities of snow still banked in the street, the car was surrounded by ice on the ground and cold in the air. The Chalmers thermometers varied, one being lower than the weather bureau and the other one higher. The maximum average was 30 degrees and the minimum 24 degrees above zero.
W. H. Traband, jr., former secretary American Automobile association contest board, now suspended, sat in the car throughout the test and submitted a written report, to the judges' committee.
At 10:30 with mercury at 23 above zero the starter was pressed down and the first explosion was recorded in eight seconds. In 40 seconds, slightly over a half-minute, the engine officially started and was running perfectly.

Do Not Neglect Machine To Save Repair Bills

"Helping to win the war by eliminating waste is a matter in which everyone is interested, especially motorists, who are consuming millions of gallons of gasoline annually, but this should not be carried to a point where it becomes false economy," says J. E. Miller of T. G. Northwall company, local distributor of National 12 to 6-cylinder cars.
"When a carburetor is adjusted either to give too thin or too rich a mixture money is wasted. If the mixture is too rich too much gas is being burned; if too thin, causing irregular firing, the gas being burned is not permitted to develop the best efficiency. It is estimated by experts that there is a waste from leaking carburetors alone of more than 30,000 gallons a day in this country. Poorly adjusted carburetors waste 240,000 gallons."

See Want Ads Bring Results.

USED CARS MUST HAVE REAL MERIT TO SELL QUICKLY

Public Has New Confidence in "Seconds" and Tendency Is Toward Rebuilding Them.

Everything pertaining to the automobile has undergone revolutionary changes in the last few years. Manufacturers have worked closer to standardization; successive models are better in every way than those which have gone before them. Retailers have become more considerate of their patronage, extending to the buyer the service that is due him, and otherwise making all customers feel that the distributor has his best interests at heart.

All through this period a big problem has been that of the exchanged or used cars. In the early days they were called secondhands and treated as such, taken in because they had to be

used and sold as they stood without much thought of effect in the future.

Now the handling of used cars has been brought to a scientific point by many of the dealers, and in this market today can be found automobiles of various kinds and sizes about which the purchaser is told just as much as in the instance of a new car.

The evolution of the used car business is told by R. E. Davis, sales manager of the Murphy-O'Brien Auto company, Dodge Brothers dealers in this locality.

"Comparing the used car business of today with that of 10 years ago is like putting one of our touring sedans up against an open job of the long ago with a step on the back for the entrance to the tonneau," said Mr. Davis.

"It is an entirely different breed. What was considered no business at all has grown to be an important part of the dealings of all of the largest distributors and even the smaller retailers.

"In the first place I will venture to say that 90 per cent of the sales today are accomplished by trade-ins. This may sound as a big figure, but when you realize the number of cars in service in Omaha you will see that the number who have no cars but can afford to own them is comparatively small."

"It is a habit with many who are in a position to do so to have a new model every year. We expect it and

naturally we want to keep a man driving our own make, and he knows that we will allow him more for his old car—if you can apply that name to one that has been out less than a year."

Two Sons of Dr. Goodrich Are Officers in U. S. Army

Charles C. Goodrich, director of the B. F. Goodrich Rubber company and son of its founder, Dr. Benjamin F. Goodrich, is following in the footsteps of his brother, David M. Goodrich. He has received a commission from the War department in the ordnance branch of the service and is scheduled to sail for France in a few days. Dave Goodrich, also a director of the rubber corporation, is a major of infantry. The war spirit seems to be a heritage, as their father served in the Civil war.

Olympian Motors Company Elects Officers for 1918

At the annual meeting of stockholders of the Olympian Motors company held in Pontiac, Mich., January 8, the following officers and directors were elected: Fred K. Parke, president; William Passmore, vice president and treasurer; C. E. Callender, secretary; L. P. Helm, production manager; St. Clair Couzens, director of sales and advertising.



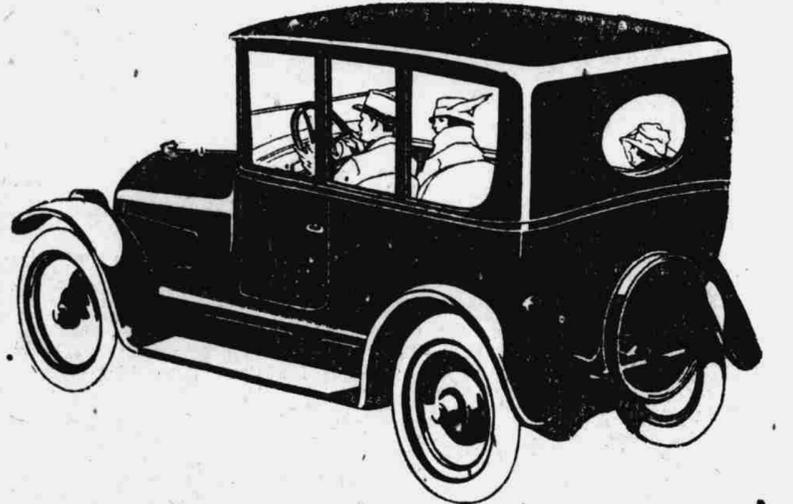
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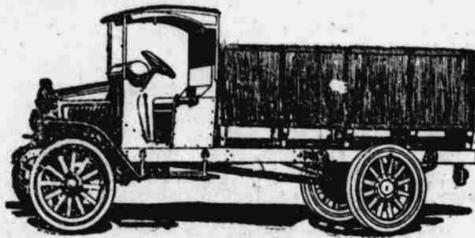
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