

GREATEST TRADE EXPOSITION TO OPEN IN CHICAGO

National Automobile Show in Mammoth Coliseum: From January 26 to February 2, Inclusive.

America's greatest trade exhibition, the national automobile show of 1918, opens in Chicago, Saturday, January 26, and extends to February 2. It will be staged in the mammoth Coliseum, the first regiment armory and associate buildings. As usual, this show will eclipse the one held at New York earlier in the month, being larger in point of exhibits and in interest.

This is due to the central location of Chicago. The national automobile show draws visitors not only from the central west, but also from the southwest, northwest and other sections, who find it more convenient to go to Chicago than to the far east.

This is more buying power in this section, and prosperity, especially in the agricultural regions, makes the outlook unusually bright for the Chicago show. Hotels have been deluged with requests for reservations, and it is expected that many hundreds of thousands of persons will visit Chicago during automobile week. Not only dealers and manufacturers, but auto fans will be present, eager to get a line on the 1918 models.

More than 400 cars will be on exhibition, ranging from the automobile for the man of moderate means up to the "palaces on wheels." Every type of model will be on the floor, showing the utmost in engine construction, comfort and economy. Many novelties will be there as usual.

There are few radical changes noted, but minor refinements will be seen in the chassis, engine and equipment. The car bodies will afford much of interest to attract the visitor, all the types of body styles being included.

America's supremacy in the automobile industry will be seen at every step. The national show takes on a new meaning this year, because it will be the first ever staged in Chicago during war times. Automobile men have responded loyally and generously to the call of the government, and no industry in the country has shown itself more patriotic. The Liberty motor is merely one example of the part automobile men have taken in helping to win the war.

Army and navy men are taking great interest in the Chicago show, and a day has been set aside in their honor when the uniform will be their ticket of admission. Many of the exhibitors will display service flags, showing the number of their men who have answered the call to military duty.

FEWER TRAINS LEAD TO MORE FAST AUTOS

With Splendid Roads and Dependable Cars American Business Men Suffer But Little Inconvenience.

One of the chief reasons for the rapid adoption of the automobile was the inadequacy of the horse. Now that there is inadequate rail transportation, because of the war conditions, an even wider field of operation is offered to the passenger motor car.

The decision of the government to cut off drawing room cars from railroad trains, and even to discontinue many passenger trains that are not considered strictly necessary ordinarily would most inconvenience the man of affairs. Yet the man with a high-powered, safe, swift passenger motor car certainly need not be inconvenienced.

Splendid roads connect New York with the large number of large cities nearby—from 25 to 200 miles—and the individual transportation service to be had by means of the motor car can be made an actual means of saving time. The same is true of many other cities.

With the capable, thoroughly dependable motor car the business man may leave as early or as late as he pleases, need not be delayed by the various things that so often make railroad trains late, and after he has reached his destination, he has the use of his own car while in town.

The American does not waste time in providing substitutes for conveniences or necessities that may be taken from him. And it is entirely likely that much greater use will be made of the highways for general passenger transportation needs in moderate between-city traffic.

SHORT HAUL IS AUTO'S NATURAL FUNCTION TODAY

"President Wilson's message to congress, setting forth his reasons for mobilizing the railroads under government control, inferentially imposes upon automobile users and manufacturers the need to co-operate voluntarily with the spirit of the message of mobilizing the automobile through individual initiative," said J. N. Gunn, president of the United States Tire company.

"Several weeks ago Colonel Samuel P. Colt, president of the United States Rubber company, in an interview, urged automobile owners of both passenger and commercial cars to use their cars more and more to relieve the transportation pressure on the nation's railroads and merchants' delivery service. Other leaders in the country's business, not alone those in the automobile industry, have since urged that this advice be followed. It has met with unanimous approval.

"The natural function of the automobile, both passenger and commercial, is the transportation of man and merchandise for short hauls. If this is realized, a tremendous amount of railroad mileage may be diverted from short hauls to long hauls, and just that much pressure on the railroads' transportation facilities relieved."

New Cadillac Dealers Pay \$15,000 Bonus For Unexpired Lease on This Building



This will be the future home of the new Cadillac organization, and the lease covering the property was obtained by paying a bonus of \$15,000. It is one of the best equipped

buildings in Omaha for automobile headquarters and plans are being made for extensive improvements. Both A. H. Jones, president, and J. H. Hansen, vice president of the

Jones-Hansen-Cadillac company, have unlimited confidence in the future of Omaha and the Cadillac business. This evidently is the reason that such a premium for a good location was agreed upon.

TAINSH FORESEES SHORTAGE OF CARS

Says Demand Increases Out of Proportion to Capacity for Output and Continues Unsatisfied.

"From every quarter of the entire four floors of the exhibits in the Grand Central Palace at the New York automobile show came the report that a passenger car shortage in the near future is inevitable," is a statement from John Tainsh, general sales manager of the Mitchell Motors company, Inc., Racine, Wis.

"In talking over the matter with several large manufacturers at the show, the one main theme that was uppermost in their conversation was their co-operation with the government in producing trucks, tractors, ambulances, guns and aeroplane parts. Automobile factories are perhaps better equipped with modern labor saving and time saving machinery than any other industry. Most motor car manufacturers have agreed to arrange their passenger car production schedule so as not to hinder government work. This fact, taken into consideration with the shortage of help, which becomes more acute as time goes on, indicates that passenger car production must and will be curtailed.

"For any one who does not believe in the law of supply and demand, this will be a most concrete example of its truth; considering the amount of government work that the better equipped factories have taken on, the labor shortage, the entrance of the motor car as a means to more work, which increased the demand for production, therefore the price naturally will advance." While it is true that prices have advanced some during the past year, it is very evident they will go higher in the next six months. Anyone who is contemplating the purchase of a motor car should buy now, while the present comparatively low prices prevail."

PASSENGER CAR INDISPENSABLE TO BUSINESS

More than 80 per cent of the passenger automobiles in America are indispensable to business, according to data gathered in a nation-wide investigation just completed by the Haynes Automobile company, Kokomo, Ind. A large part of the remainder, it was disclosed, are essential to the personal efficiency of their owners.

The average business could not be carried on under war-time conditions at war-time speed and with war-time economy of operation without the passenger automobile. Even the reports from those who do not use their own cars regularly for business recognize the necessity for the so-called "pleasure car."

A letter asking for complete information regarding the individual's use of his passenger car was mailed to 1,000 owners living in all states. The names were taken at random from a list of Haynes owners, including city and rural districts. All kinds of business and all professions were represented. The letter was impartial, simply explaining the situation and asking that a postcard be filled out and returned.

Many of those who replied to the Haynes questionnaire called attention to the fact that present conditions demand the utmost conservation of man power.

Of the less than 20 per cent who do not hold their automobiles necessary to the conduct of business many say that without their cars their efficiency would be greatly reduced.

B. L. T., Chicago Writer, Finds New Fraternity

Evidently Bert L. Taylor has bumped into a few Franklin owners while observing Chicago. At least he has discovered that they like to compliment each other and swap yarns.

The following item appeared in his famous "A Line O' Type or Two."

"HAVE you noticed the peculiar behavior of owners of Franklin cars? When two or more of them get together they call a meeting to discuss the miraculous qualities of their thrice-blessed machine. They salute one another on the road, they have grips and passwords; and, we dare say, they hold lodge meetings and confer degrees. A rum lot."

AUTO IS ESSENTIAL PART OF MODERN LIFE

Studebaker Vice President Says Motor Car is Greatly Responsible for Development of Business Today.

"People who apply the name of 'pleasure' to the automobiles of today certainly have not taken the time to give the matter serious thought," says Studebaker Wilson, local Studebaker distributor. "As a matter of fact, the automobile is a part of our modern way of living and doing things. It is as essential to our mode of life and conduct of business as the express train, the fast freight or the nationwide telephone system.

"It would be as impossible to conceive of the conduct of personal and business affairs without the automobile today as it would to conceive of handling modern business without fast express trains, fast freights, telegraph and long distance telephones. The motor car has not only become an essential part of modern life, but it has been greatly responsible for the development of the way we live and do business today. It has made the wonderful business achievements which we accomplish in the 12 months of the year possible.

"A well-known authority recently estimated that about 80 per cent of the automobiles in use in this country today are used by farmers. I think it is really an overestimate. To my knowledge 1,377,648 of 4,291,684 Studebaker cars registered July 1, 1917, were in the 12 east-north central and west-north central farming states. About 75 per cent of the population in these states is in the country and towns of less than 2,000 population."

New King Prices Have Just Been Announced

The prices for the eight-cylinder King product have just been announced by the general sales manager, Wallace C. Hood, as follows: Seven-passenger touring car or three-passenger roadster, \$2,150; four-passenger foursome, \$2,350, and seven-passenger convertible sedan \$2,950. Wire wheels are extra on all cars except the foursomes.

Should Encourage Any Relief Offered Traffic

"The New York Automobile show," asserts George Van Brunt of the Van Brunt Auto company, "has demonstrated quite clearly that folks from all states recognize the automobile as a necessary part of our industrial and social activities.

"There is such a close relationship between the industrial and social life in democratic America that one can hardly draw sharp lines here and there branding one's use of a passenger car unnecessary and the other necessary.

"It behooves all of us to bend every effort toward personal efficiency and

speed, and any relief afforded our transportation facilities, passenger or freight, should be encouraged."

Y. M. C. A. Organizes Work With Italian Forces

Paris, Friday, Jan. 18.—The headquarters of the American army and navy Young Men's Christian association announces that its work with the Italian army is being established under the name of "Opera di Fratellanza Universale."

John S. Nollen, president of Lake Forest college, Illinois, has been appointed director of the Italian work. He has left for Rome with his executive staff.

An Auto Tire Tube Free

As a souvenir for the opening of our store we will give to every customer who buys a General tire before February 1st, free of charge, an inner tube the same size as the tire purchased.

The General Tire is made of the highest grades of fabric and rubber. It is guaranteed for 5,000 miles' service—never gives less—sure to give more. Owners everywhere are piling up 8,000, 10,000 and more miles on the General.

See the General Jumbo, a special oversized tire for Fords, Chevrolets and Maxwells. Fits on a 30x3 1/2 rim, but is as big as a 31x4. Also the General Cord Tire, one of the sturdiest and biggest Cord tires on the market.

Adair-Lee Rubber Co.

Western Distributors.

2064 Farnam St., Omaha

Tel. Doug. 8756.

THE GENERAL TIRE



The Lesson of the Speedway

THERE is a valuable lesson for every one of our customers, we Goodyear Service Station Dealers believe, in the speedway racing of the past season.

Not only did Goodyear Cord Tires win every officially recognized race held during the year, but every important place in every such race as well.

In addition to this, numerous world's records of long standing were shattered by cars equipped with these tires.

But far outranking even these honors in importance is the fact that every victory by Goodyear Cords was won by a non-stop run.

This performance, under the severest conditions that can be imposed upon a tire, has never been duplicated in the history of racing.

It affords evidence of the superior speed, stamina and strength of Goodyear Cord Tires that is ample and incontestable.

To the thinking motorist it makes impressively clear the lesson we have been teaching for years: that no other tires are so able, so enduring, so economical as Goodyear Cord Tires.

You may be sure that the qualities in these tires which have made them supreme on the speedway are qualities which will deliver you extreme satisfaction on your car.

This sign identifies the Goodyear Service Station Dealer.



Goodyear Tires, Tubes and Accessories are always kept in stock.

- HOLMES-ADKINS CO., 4911-15 South 24th St.—Phone South 420
- NATIONAL AUTO SCHOOL, 2814 North 20th St.—Phone Webster 5943
- TROUP AUTO SUPPLY CO., 1921 Farnam St.—Phone Doug. 5230
- THE NOVELTY REPAIR CO., 4809 South 24th St.—Phone South 1404

- ORR MOTOR SALES CO., Packard Show Room
- CHAS. W. WALKER GARAGE CO., Fontenelle Garage—Auditorium Garage, and C. W. Walker Garage, 36th and Farnam Sts.
- COUNCIL BLUFFS AUTO CO., 510-518 Pearl St., Council Bluffs—Phone 2691
- S. & A. TIRE & RUBBER CO., 2522 Farnam St.—Phone Doug. 3854

"Hooverize" Your Car, Keep it in Pink of Condition; Use Economy

"Hooverize" your car—extend war-time economy to include the automobile and conserve it by keeping it in the pink of condition," is the timely injunction of Joe M. Dine, branch manager of the Goodyear Tire and Rubber company.

"This does not mean," says Mr. Dine, "that your car must be restricted in its use, but to conserve its power and usefulness, thereby rendering better service to its owner. Thousands of motorists this winter are endeavoring to secure the fullest service from their cars who have never before taken their motoring expense seriously, but in the evolution of the automobile from a pleasure vehicle to one of utilitarian usage these motorists have felt the need of practicing the same economies in their automobile maintenance that they have been compelled to adopt in supplying their other wants.

"Our observation so far has been that when motorists avail themselves of our service station inspection service they are amply repaid in the extra mileage their tires deliver.

"Fully 60 per cent of all the tires used go out of service prematurely because of insufficient inflation; 30

per cent more go out of commission because of neglected tread cuts; the remaining 10 per cent go to an early grave because of wheels out of alignment, brakes working unevenly and various other minor causes."

Adair-Lee Rubber Co. is New Farnam Street Firm

The Adair-Lee Rubber company has recently opened a tire station on Farnam street for the purpose of distributing General tires manufactured at Akron, O.

C. B. Adair, who is the senior member of the firm, has a wide tire experience to his credit and before coming to Omaha was manager of the Chicago branch of the General Tire and Rubber company. A. B. Lee comes to Omaha from Minneapolis, where he has been connected with the Empire Tire and Rubber company as district manager. G. G. Lee has gained his tire experience at Kansas City as salesman for the General Tire and Rubber company.

The new firm has the distributors' contract for Nebraska and parts of Iowa and South Dakota. It plans to install a complete vulcanizing plant at the Omaha station.

Once This Beauty Had Pimples

Stuart's Calcium Wafers Proved That Beauty Comes From the Blood and From Nowhere Else.

Prove This With Free Trial Package. Plaster your skin all over and you'll stop breathing in an hour. There is only one way to remove pimples, blackheads, eruptions and eczema with its rash and itch, and that is by



the blood. In Stuart's Calcium Wafers the wonderful calcium sulphide that meals serves to supply the blood with one of the most remarkable actions known to science. This is its activity in keeping firm the tiny fibres that compose even such minute muscles as those which control the slightest change of expression, such as the eyelids, lips and so on. It is this substance which pervades the entire skin, keeps it healthy and drives away impurities. Get a 50 cent box of Stuart's Calcium Wafers at any drug store and learn the great secret of facial beauty!

A free trial package will be mailed if you will send the coupon.

Free Trial Coupon

F. A. Stuart Co., 505 Stuart Bldg., Marshall, Mich. Send me at once, by return mail, a free trial package of Stuart's Calcium Wafers. Name..... Street..... City..... State.....

GOOD YEAR AKRON