

STORMS CANNOT STOP BIG TRUCKS

Deliveries Made Overland in Spite of the Snow Blockades on Railroads.

Rigors of war and of the severest winter that most sections of the United States ever experienced have combined to prove dramatically the transportation efficiency of American-made motor cars and trucks. With the railroads congested with war freight and frequently blocked by snow, manufacturers of trucks and automobiles, dealers in them, and the government itself are independent on the ability of the motor vehicles to travel cross-country under their own power.

"Despite railroad congestion, freight embargoes and blizzards, the government is getting its army trucks through from factory to seaboard," said C. R. Norton, general sales manager of the Packard Motor Car company. "The first army train of 30 Packards pioneered the way over 580 miles of snow-filled, ice-covered roads between Detroit and an Atlantic port. This run was so successful that the quartermaster's department now has six more such trains on the road to the coast, and six more are soon to be made up in Detroit."

"Convinced by the government's test, dealers and private purchasers are assuring themselves of prompt delivery—and in many cases the only delivery possible—by driving their cars and trucks from Detroit to distributing points. In the past fortnight the Packard Motor Car company of Baltimore has driven 24 Packard trucks and eight twin sixes overland from Detroit to Baltimore; the Packard Motor Car company of Pittsburgh has taken delivery of six trucks and eight passenger cars in this manner. Detroit to Cleveland is getting to be a very usual run, the Packard Motor Car company of Cleveland having driven away eight trucks and a number of passenger cars.

Dealers in Philadelphia, Washington, Buffalo, Columbus, and other points have adopted the new method of transportation. Now the order to

WILSON BECOMES ACTIVE WITH NEW FIRM



W. T. WILSON

Announcement was made last week to the effect that W. T. Wilson will be actively interested in the Dill & Torring organization. Mr. Wilson has for some time past been interested in this company in a financial way, but has taken no active part until recently.

Mr. Wilson is one of the veteran Omaha automobile men and is well known throughout the territory.

prepare the longest run of all has come to the Packard factory—from Atlanta, Ga.

Interest in Show as Keen As Ever, Omaha Man Avers

A. H. Jones, president of the Jones-Hansen-Cadillac company, has returned from the Chicago show. He stopped off in Omaha for half a day on his way to the Pacific coast. According to Mr. Jones, the crowds at the Chicago Automobile show were as great as he has ever seen them before, and cars economical in upkeep are selling as rapidly as ever.

Mr. Jones also noticed particularly that the factories are in every respect doing everything that Uncle Sam de-

mands of them. Many of the factories have given half their plants over to war work, and yet motor cars, which are now a stable article are being manufactured with precision to meet the demand of those who really need automobiles.

Mr. Jones has attended every Chicago show since 1904. Mr. Jones will spend a month in California with his family and expects to return to Omaha for the auto show here.

Chicago Auto Show Closes Doors in Blaze of Glory

Chicago, Ill., Feb. 2.—The curtain drops on the 18th annual Chicago automobile show tonight, but the 400 cars on display at the Coliseum, First Regiment armory and associated buildings have more than another month of "dress parade" activity with Minneapolis, Kansas City, St. Louis, Toledo, Omaha, Indianapolis, Nashville and San Francisco, the scene of similar exhibitions in February and Boston waiting until March to stage its motor revue.

That the success of the 1918 New York show was repeated in Chicago with compound interest added is the consensus of opinion among the exhibitors of automobiles and accessories, distributors and dealers closing contracts for more cars than in the record year of 1917 and the daily attendance exceeding the fondest expectations of the promoters.

"One unusual feature of this year's show was the fact that the interest of the visitors was just as keen on the closing day as on the opening afternoon," said George M. Dickson, president of the National Motor Car & Vehicle corporation, "whereas in former years, enthusiasm has waned slightly during the latter part of the week. This probably was due to the closing of the show on Monday in compliance with the government's coal conservation order, the two-day intermission serving to whet the appetite of the public for more."

Franklin Cars Arrive For Automobile Show

"The Franklin show cars for the Omaha automobile show have already arrived and all that remains to worry about," asserts H. Pelton of the Franklin Motor Car company, "is arranging them at the Auditorium. The touring car, four passenger roadster, town car and sedan will all be shown at Omaha.

GOODYEAR TIRE IS TO OFFER STOCK

New Issue Placed on Sale at Various Service Stations of the Company.

The Goodyear Tire and Rubber company has recently decided to authorize \$25,000,000 second preferred capital stock, for sale at all its service stations, by dealers and branch offices.

The first \$15,000,000 of this will be offered immediately at par value of \$100 per share.

The reason for handling the sale of this stock through service stations is to allow all dealers and users of Goodyear products the first chance at this issue.

It is a cumulative stock, bearing 8 per cent interest per year, preferred over all common stock as to its stated dividends and as to assets.

During the last year the Goodyear Tire and Rubber company has done a \$111,300,000 business on a paid in capital of \$35,000,000. This represents an increase of 74 per cent in business done compared with 1916 and represents a profit of \$14,000,000.

Two other large tire companies have made a remarkable showing also. One has done a business amounting to \$150,000,000 on a capital of \$1,000,000, representing a 21 per cent increase in business over 1916. The other has done a \$90,000,000 business on a capital of \$90,000,000 and has made an increase of 27 per cent in business done as compared with 1916.

National Speedster Creates Sensation in the East

Recalling the brave days of old, when National cars ruled the field on speedway and road course, a new two-passenger speedster, bearing the National name plate on its radiator, made its debut at the opening of the 1918 Chicago automobile show on Saturday, when it was exhibited for the first time and proved one of the popular surprises of the big motor revue.

The National speedster, which is built to meet the demands of "regular fellers" who, having a horror of

taking dust from any car that they may meet, like to put the accelerator button way down to the floor, is offered on only the 12-cylinder chassis, a special motor of the airplane type having been designed and developed to uphold National speed honors in this model, which is geared up to racing pitch and capable of hitting averages around 85 miles an hour.

Production Shortage of Cars Seen in 1918

"From all indications, the big shortage in production of automobiles this year will be fully realized when it becomes generally known that the United States government's utilization of automobile factories for war production will be from 35 to 50 per cent of many of the factories' capacities," remarked Manager Kaufmann of Studebaker-Wilson, Inc.

It is quite evident that the longer the war is in progress the greater will be the government production from these factories, resulting in still greater shortage of cars for the consuming public.

This critical situation, together with shortage in transportation equipment necessary to market the cars, behooves every prospective buyer of cars to book orders now in order to avoid future disappointment through inability of factories to make deliveries.

Specially Decorated Cars Attract Unusual Attention

The Jones-Hansen-Cadillac company are having unusual attention shown to their exhibition of specially decorated Cadillac cars. Some of these cars look exactly like they have come in for the automobile show, but according to Mr. Hansen, they have not. To quote Mr. Hansen's own words: "Oh, no! We will have something really surprising for the auto show!"

The new Cadillac distributors are showing a beautiful Brougham, upholstered in the very latest type of trimming; a Cadillac Victoria, which is also an open summer car; an unusually attractive roadster, a four-

ENGINES THAT BURN OIL MAY BE DOOMED

Experts Say Locomotives Now Using This Kind of Fuel Will Go Back to Coal.

By reason of a process that has been discovered and applied for taking practically all the gasoline out of crude oil the oil-burning engine and the oil-burning stove and furnace are doomed, say oil men who have made the oil problem a study.

Under the old process of steaming the gasoline off the crude oil, but 10 per cent of the output of the oil wells went into gasoline. Of the remaining 90 per cent 45 per cent was made into kerosene, with practically all the balance fuel oil and distillates. These two products went to the oil engines and to the oil-burning furnaces.

Now with the new process that has been applied and is working in the Wyoming refineries 90 per cent of the products of the wells is converted into gasoline, leaving but 10 per cent for kerosene, fuel oil and distillates. This enormous increase in the gasoline output and the corresponding reduction in the output of kerosene, fuel oil and distillates, it is said, makes it impossible to obtain enough of the by-products to supply the demand. Consequently one of the largest manufacturers of kerosene oil-burning stoves, located in Cleveland, O., has shut down and discontinued business.

Couldn't Supply Demand.

While railroad men will not fix a date when the change from oil back

passenger speedster and a specially painted touring car.

The Jones-Hansen bunch are very happy over their success so far and cannot see but what good business is in immediate store for all who have good articles combined with economy.

to coal-burning locomotives will come, they assert that the time is not far distant. They say that under the new process of handling the crude oil the quantity of fuel oil will not be sufficient to anywhere near supply the demand.

On its Omaha-Wyoming lines the Northwestern has been using oil-burning engines for more than two years. It has a long time contract with Wyoming oil companies to supply fuel oil and consequently the officials are not worrying. However, the companies furnishing the oil are doing some worrying. The fuel oil output of the Wyoming refineries is not sufficient to supply the demand made upon them by this one road, and they have had to draw upon the Kansas and Oklahoma fields for oil with which to fill the contract.

It is said that with the turn that things have taken in the oil fields and with the new process of producing gasoline no new contracts are being made for furnishing kerosene, fuel oil or distillates in large quantities.

Omaha Lines Begin to Feel Congestion of Freight Cars

With the eastbound freight embargo holding at all points between Chicago and the Atlantic seaboard, Omaha lines are beginning to feel the car congestion to a considerable extent. The Union Pacific has something like 3,000 cars of eastbound freight on sidings between Omaha and Ogden, with the accumulation being added to daily.

While most of the freight along the Union Pacific is destined for cities and towns between Chicago and the Atlantic coast, a goodly portion is for export to Europe, with some for the use of the American army in France.

Within the last two or three days the Omaha-Chicago lines have been coming to the relief of the Union Pacific and have been taking its cars and storing them along their respective systems. The Milwaukee is taking over cars at the rate of 100 a day and laying them in on the sidings through Iowa and Illinois. Other lines are doing the same thing.

The Truth About the "Special Discount" Tire

No other evil in the tire business is so wholeheartedly condemned by us Goodyear Service Station Dealers as the fallacy of the "special discount" tire.

It is a delusion that leaves both dissatisfaction and disappointment in its wake; an encouragement of that discredited theory that one can get something for nothing; it is a disturber of honest values, a foe to square-deal trade.

It presupposes that in the case of tires there is no merit in quality, no virtue in the service which will translate such quality into mileage for the user, that first cost is the all-important cost, that cheapness is another word for economy.

In short it is one of the most expensive misconceptions that the average tire-buyer can possibly entertain.

When a dealer offers you a "special discount" to get you to buy a tire, you may fairly be sure that he is doing one of two things.

Either he is offering you a tire on which he, himself, gets a special discount from its maker, or he is withholding from you the helpful service necessary to get the maximum mileage from that tire.

In the one case the quality of the tire is lowered at its source by compromised manufacture; in the other the tire is handicapped in its capacity for service by neglect.

Remember that only the conscientious dealer who gets his fair margin can afford to sell you quality tires and back them with the kind of service such tires should have.

This sign identifies the Goodyear Service Station Dealer.



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NATIONAL AUTO SCHOOL,
2814 North 20th St.—Phone Webster 5943.

COUNCIL BLUFFS AUTO CO.,
510-518 Pearl St., Council Bluffs—Phone 2691.

S. & A. TIRE & RUBBER CO.,
2522 Farnam St.—Phone Doug. 3854.

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.

GOODYEAR

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Overland

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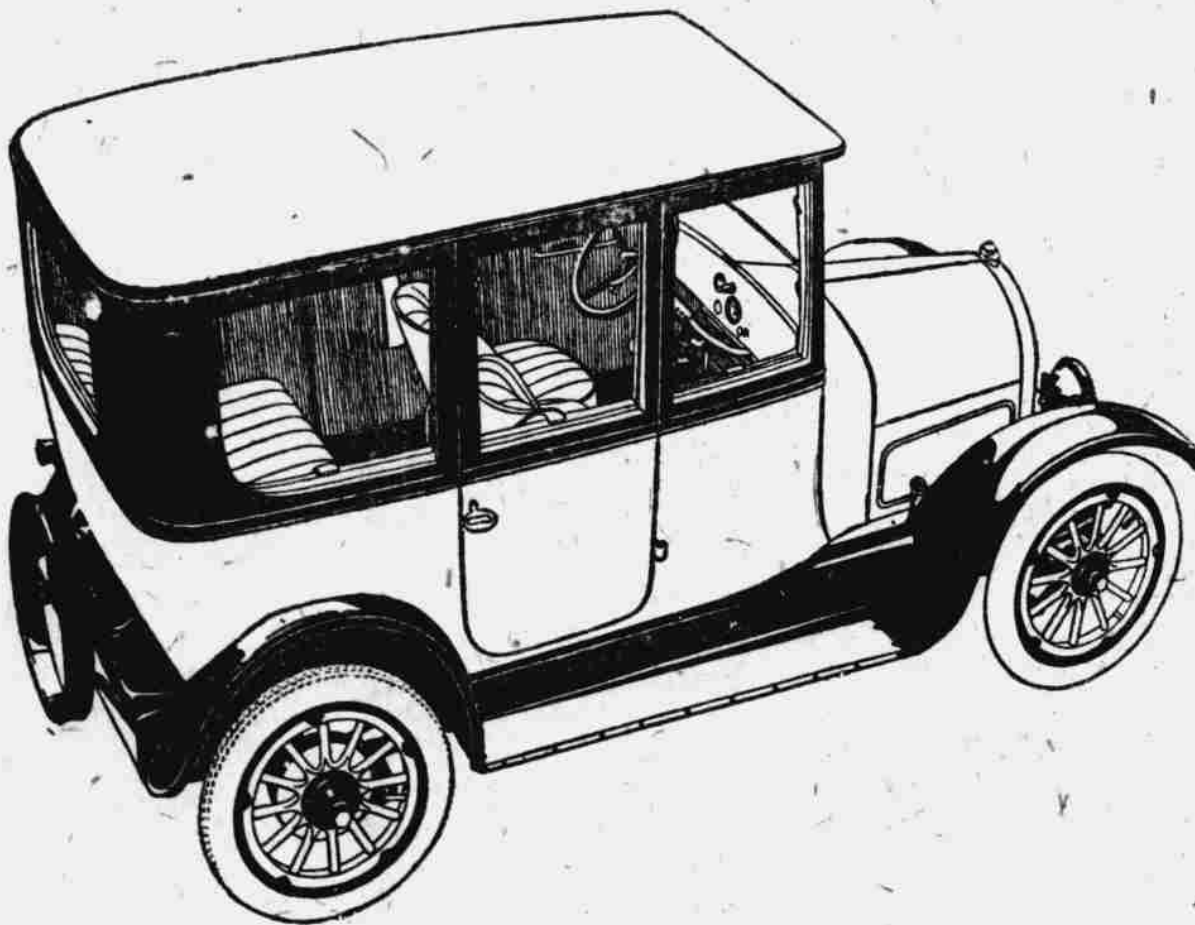
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