

STATUS OF AUTO ASSURED BY FED FUEL BULLETIN

Government Recognizes Motor Car as Public Utility and Exempts Garages From "Heatless Monday" Order.

Positive recognition of the automobile as a public utility has come from the federal government in an official bulletin issued by the fuel administration.

This order specially exempts garages and service stations from the ruling of January 17 requiring the observance of what are generally called "the heatless Mondays." It upholds the view that the automobile is a form of transportation of great value to the country in war time, and as such must be kept in running order.

In response to inquiries from motorists and automobile dealers all over the country, the fuel administration issued the following bulletin:

"There is nothing in the order of January 17 to prevent the operation of automobiles; motor vehicles of all classes being considered as coming under the head of public utilities."

"This is exactly the status which enlightened manufacturers, dealers and owners have been claiming for the motor car for some time," said C. R. Norton, general sales manager of the Packard Motor Car company, commenting on the bulletin. "A contrary view obtained right up to the time when increased freights and winter's severity tied the railway transportation system into a hard knot. Then the general public discovered how necessary motor transportation is. And simultaneously, the government itself found, in a test run of Packard army trucks from Detroit to the seaboard that in the country's supply of motor vehicles it had a whole transportation system, unlimited by schedules, capable of negotiating snow-filled mountain roads in the dead of winter."

"Therefore the very sensible order which places garages and service stations in the same relation to automobiles and trucks as railroad round-houses are to locomotives."

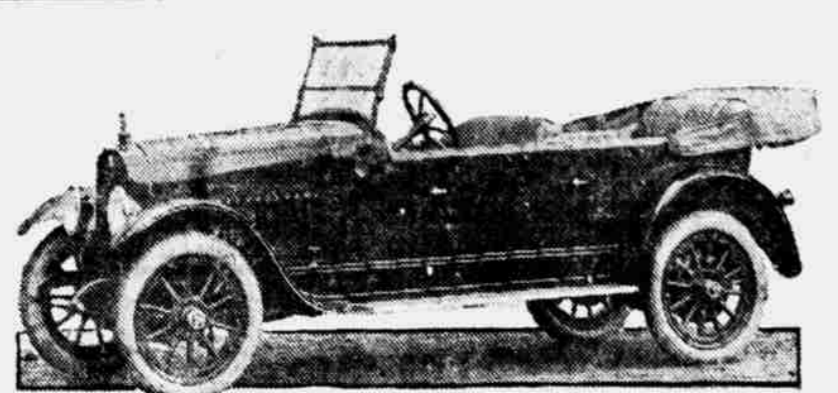
Proven Quality Brings Price Boost to National

Holding religiously to the belief that proven quality and an enviable record for automobile dependability—each a heritage of 17 successful years—should not be sacrificed under any circumstances, the National Motor Car and Vehicle company of Indianapolis this week chose the other and logical alternative of increasing the prices on all the six and 12-cylinder models in its 1918 line, with the exception of the convertible sedan.

The new prices, which go into effect immediately, represent an increase of \$155 in the cost of the seven-passenger touring car, four-passenger roadster and four-passenger phaeton, the revised prices being \$2,150 and \$2,750 for the six and the twelve respectively.

One hundred dollars also has been added to the price of the new two-passenger Dispatch roadster, which was introduced for the first time to

Hudson Four-Passenger Phaeton That Will Have Place in Auto Show



The Hudson Super Six four-passenger phaeton is one of the new models which will appear at the Omaha Auto show. This model with slight modifications is the same model which was called the Speedster last year.

The body lines have been squared to some extent, adding greatly to the smart, clean cut appearance so much in vogue today.

This model gives promise of being one of the very popular 1918 models.

the public at the Chicago automobile show in January, the list on this 12-cylinder car now being \$2,850.

The price of the six-cylinder sedan remains at \$2,820, while the same body of the winter-summer convertible type, mounted on the 12-cylinder chassis, sells for \$3,420.

"In these days of unusual business conditions it is obvious that our present action requires little or no justification," said George M. Dickson, president of the National Motor Car and Vehicle corporation. "With the cost of raw material and labor soaring continually, a price increase was inevitable. Predictions of increased automobile prices were common at the New York and Chicago shows and the National is only one of many car makers that ultimately will verify the sound and logical prophecy."

Westcott Roadster Causes Comment at Chicago Show

At the recent Chicago automobile show Carl Changstrom, president of the Standard Motor Car company, local Westcott distributors, secured some interesting information as to the trend of the automobile market the coming season. Comments of visitors at the Westcott exhibit have led him to think that buyers will be more critical than ever before and that cars will be sold strictly on the basis of what they can do and how long they will last, rather than upon the price basis.

He believes there will be a larger market for those cars that can measure up to a severe test of performance and is therefore looking forward to an excellent season for the Westcott. During his absence James Moore of Gothenburg, Neb., purchased a Westcott roadster—a snappy machine that has aroused quite a bit of favorable comment both because of its beauty and because of the superior engineering of its chassis.

Toozer in East to Get More Cars for Territory

George E. Toozer of the Toozers-Gerspacher Motor company left early last week for Flint, Mich., to get more cars for the Omaha territory.

There is some anxiety on the part of dealers regarding the securing of equipment to ship cars for the Omaha Automobile show. Mr. Toozer while in Flint will make sure of the cars for exhibit at the Omaha show.

OMAHA TO BECOME GREAT TIRE CENTER

Great Western Company to Put in Force Ideas That Promise Much for the Local Industry.

Omaha is fast developing into a city of diversified manufacturing interests, which, backed up by the surrounding agricultural and live stock interests, will make it a "Gibraltar" in logical and financial strength.

Situated as it is in the heart of one of the richest agricultural districts in the world, it needs only manufacturing interests to make it surpass all middle western cities from every angle.

Evidence of the manufacturing possibilities of Omaha is being brought to light in a most forceful manner by the plans of tire manufacturers to make Omaha an integral part of the great automobile manufacturing business.

The Great Western Tire and Truck company has planned extensive manufacturing interests in Omaha. Their product is a rim and tire which eliminates the use of much of the rubber now used in the manufacture of pneumatic tires. By incasing the inner tube in metal and through other scientific construction ideas the Great Western people not only claim to accomplish the cushioning, or shock eliminating qualities of other pneumatic tires, but claim to have a puncture proof, blow-out proof tire.

This firm is to manufacture also a serviceable truck tire and wheel, using a similar construction idea. It is claimed that this tire or wheel will give the same cushioning qualities minus the danger of punctures and blow-outs. A truck, too, is included in the manufacturing plan of the new company.

Closed Car Bodies Prove Popular With Woman Owners

H. H. Rice, sales manager of the Nordyke & Marmon company of Indianapolis, calls attention to a new trend in the closed car field, the increasing tendency of Marmon 34 owners to buy closed car bodies for mounting on their 34 chassis. "This tendency," says Mr. Rice, "while a part of the increasing popularity of the closed car for general purpose motoring, is especially marked among Marmon 34 owners, because of the stabilized 34 design which for three seasons has had no radical change."

"For the last two years we have devoted a great deal of attention to closed cars. We furnish as a part of our regular line four standard closed cars—limousine, sedan, landaulet, and town car. In the limousine there is room for five passengers in the enclosed compartment. The auxiliary seats fold forward and out of the way when not in use. The general design of the body has been greatly improved in appearance. The town car is the same as the limousine, except that the roof does not extend over the driver's compartment. However, provision is made for protecting the driver. The sedan accommodates seven passengers within the same enclosure. It has four wide doors, two on either side. While the sedan is of the non-convertible type, the windows can be lowered so that practically all the advantages of an open car may be had when desired."

New Permalife Battery Taken by Service Station

Announcement was made recently by the 3646 Service station to the effect that it had taken on the agency for the Permalife Storage Battery Company, Incorporated, of Poughkeepsie, N. Y.

With the ever increasing list of automobiles credited to Omaha, asserts H. B. Noyes, there is a wide field for battery service.

That extra room will pay your coal bill. Rent it through a Bee Want Ad.

Omaha Show to Reveal Splendor of Auto Business

Omaha automobile distributors are exercising every precaution in order that the Omaha Automobile show will lack none of the splendor of the New York and Chicago auto shows. The Hudson show cars shown at both New York and Chicago were purchased by Guy L. Smith and are already enroute to Omaha.

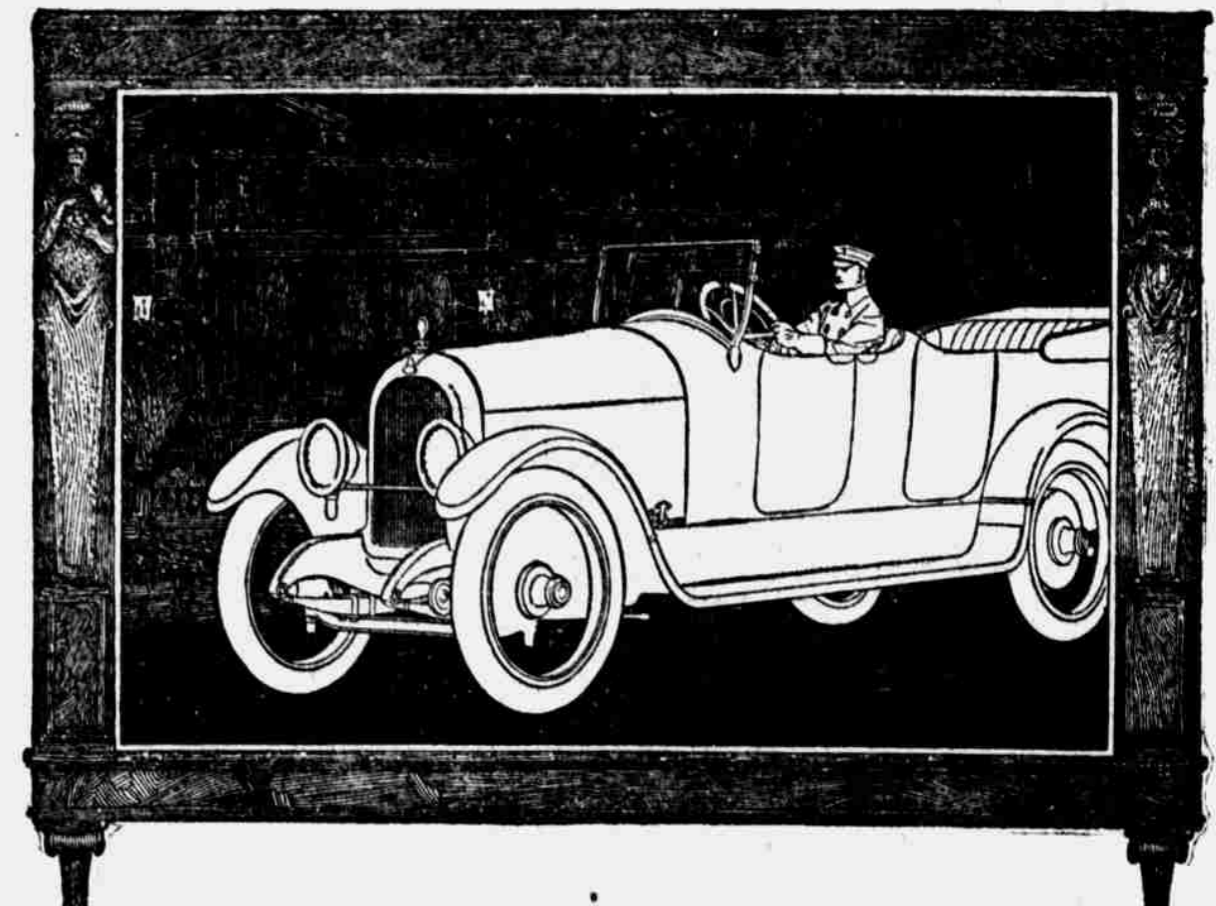
This purchase, asserts Mr. Smith, will serve a double purpose. The cars will not only enhance our display at the Omaha show, but will furnish us with extra cars for sale after the show. This purchase will not be counted against the numbers allotted to us by the factory.

Better Roads Urged to Care For Motor Transportation

An increasing interest in good roads which is giving new impetus to the movement to improve them is seen by transportation experts as one of the results of the interruption of railroad freight service. Observers point out that the immediate effect of the freight embargoes and congestion has been to increase long haul motor truck traffic tremendously. The direct consequence of this, they say, has been to direct public attention to the public roads, which must carry the greatly increased burden.

Already local and state governments have undertaken plans by which roads all over the country will be improved and bridges strengthened. This is in anticipation of the rush of motor truck traffic which will be put upon the roads with the first breaking of winter.

National advertisers are also taking their part in the movement to awaken interest in the national necessity of improving the roads. One of these is the Autocar company of Ardmore, Pa., manufacturers of the Autocar motor truck, which has devoted space in newspapers throughout the country to furthering the idea of good roads. Another is the Timken Roller Bearing company, Canton, O., which is advocating in paid space the strengthening of bridges and roads.



MARMON 34

The New Series—Stabilized Design

It seems a contradiction, but it is no less a fact, that the new series Marmon 34, while bringing no radical changes—no fundamental innovations—does establish a most noteworthy fundamental in motor car construction—namely, Stabilized Design.

WHEN the Marmon 34 was introduced at the New York Automobile Show two years ago, it differed entirely in principle and design from all other cars. For one thing, it was 1100 pounds lighter. For another, it eliminated more than 511 parts. Aluminum was extensively used in the motor and body. The frame, running-boards and fenders were a rigid unit construction.

Today there are numbers of cars which border on the Marmon idea. There are more at this show than there were the year before, and there will be more, in all likelihood, next season than there are this.

It is not the Marmon that is changing; it is the practices of the motor car industry. More and more are they conforming to the principles first exemplified in Marmon construction.

The Marmon has not changed because it has not had to. Because it has proved itself correct. Great engineering genius, actively engaged for the past two years in trying to improve this car, has not been able to better it except in the matter of a few mechanical refinements. So today the distinguishing differences between the New Series Marmon 34 and the old are the slanting wind-shield and the wider seats and the deeper sides.

As far as men know, the Marmon represents the final type. It has put a stop to the annual metamorphosis of models—it has stabilized not only construction, but the buyer's investment.

This means that the owners of the Marmon of this year, last year or the year before, are not put to the extremity of buying a new car each season to be up to date.

And yet, the Marmon continues to attract the whole-hearted admiration of those who view it either on the road, or, as at present, at the automobile show. The new Show Models are indeed a fresh inspiration.

136-inch Wheelbase—1100 Pounds Lighter

See Marmon At Omaha Auto Show Exhibit Space on the Stage.



Phone Douglas 1712

NORDYKE & MARMON COMPANY Established 1851 - INDIANAPOLIS

Ford

THE UNIVERSAL CAR

Six hundred dollars (\$600) f. o. b. Detroit. That's the price of the Ford Model T One-Ton Truck Chassis. Wheelbase of 124 inches, and will turn in a forty-six foot circle. Staunchly built of Vanadium Steel (specially Ford heat-treated); has the regular Ford Model T motor, the absolute assurance of continuous power. Worm drive—otherwise it's the regular Ford car chassis enlarged for truck purposes. Thoroughly tested for two years before placing on the market. It's an everyday one-ton truck, just as necessary and useful on the farm as it is to business men of the towns and cities. Simple to operate and most economical to run and maintain. The problem is to make 'em fast enough to satisfy demand. We urge you to place your order without delay if you want one.

Any one of the authorized Ford dealers listed in this announcement will give prompt attention to your order, and also pledge to you satisfactory after-service.

Be sure to buy your Ford from an authorized dealer so as to get "after service."

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| Nichols-Rice Motor Co. | Ames Ave. and Florence Blvd. |
| Holmes-Adkins Co. | 4911 South 24th St. |
| Universal Motor Co. | 2562 Leavenworth St. |
| Sample-Hart Motor Co. | 18th and Burt Sts. |
| McCaffrey Motor Co. | 15th and Jackson Sts. |

Make the acquaintance of the Ford dealer near you