

FAMOUS WRITER TELLS STORY OF AMERICAN CARS

Marcosson Declares Our Machines at the Front Are 100 Per Cent Efficient Every Way.

"You men who sell Maxwell and Chalmers cars, whatever that may be in this country, do not realize that the selling talk that you are getting over every day has behind it the great medium and the great agency that has made this war possible," declared Isaac F. Marcosson at the recent Chalmers-Maxwell banquet. "Gentlemen, history may say that this is a war of contrasts; it may be a war of artillery, it may be a war of a great many other things—a war of advertising, such as it is; but the big, supreme fact about it—and I speak out of contact with every one of the six great allied armies of Europe, from the Caucasus down to the hail and snow swept Carso of Italy—the one thing that has made this war possible is the automobile. And let me tell you that while we have sent a lot of junk, a great deal of bad stuff to Europe, shoes with paper soles, flimsy shirts and flimsier socks, the one American article that has been 100 per cent from the first day of the war until the last day that I saw it in action, has been the American automobile."

"I regard it as a very great privilege to be associated with an industry that has furnished the propelling power, this great, far flung, closely organized business of mechanical transport. But the average man who has not seen this war, perhaps does not realize that war today is the most colossal business in the world, it is the most stupendous piece of actual merchandising that any civilization has ever known. Instead of transmitting and changing raw material into finished product, Haig and Petain and Cadorna simply take the raw unfinished human material, convert them into trained fighting men, and they then sell the product on the terrible fields of war. That is what war is."

Automobile Great Factor.

"The greatest problem that Mr. Flanders today has to confront or meet, that adds from 40 to 60 per cent of the selling cost of every automobile, is the thing that we all know in business as distribution. Well, distribution in battle is nothing more than the development of these millions of men. Haig is the master salesman of the war, Petain is the master salesman of war. Hindenburg is a great salesman. Don't get the idea—and that is one of the things that I want to speak to you about before we go into the subject of the automobile in war."

"In this war I have seen 15-inch guns rumbling down the roads of France, hauled by automobile tractors. Without those tractors those guns could never be there, and without those guns the war would have been reduced to a very small area, and it would have been on a par with other wars."

"The organization of mechanical transport today is without doubt the finest piece of business merchandising of the war. When this war began Britain had 60 automobile trucks, when I last left France she had 60,000."

"I went to the mechanical transport depot once in the north of France, and suddenly I looked on the wall, and I felt that I was back in Detroit; because there on a great sign I saw the names of 32 American trucks and cars, yours among them. I am very glad to say, 'Well, you see, we have got so many American cars that we had to set up a special depot for them.' It may interest you men to know that on the 1st of September, 1914, after this war had registered four weeks of its ghastly horror, there were 18 American motor trucks in France, and today those 18 trucks are still in commission. I saw one of them myself, one night, come down the road in Flanders, with shells flying through the air. It was hub deep in mud, and I know that I heard a British Tommy say, 'There is some damned thing the matter with these American cars, but the one thing the matter with them, they always run.' That car, gentlemen, had been in continuous action since the 1st of September, 1914."

Efficiency of Money As a Life Saver

Seward Prosser, president of the Bankers' Trust company, told some time ago, illustrative of the urgent need for Red Cross work in Europe, that French wounded had their shattered arms, legs and bodies wrapped in paper because there were not surgical dressings to be had. How many lives were sacrificed because of this terrible condition no one can tell.

Now we get a report through Washington that Roumania is so short of medical supplies that the wounds of its soldiers are being dressed with sawdust.

What a horror! What a call to the merciful hearts of people like those of America, who can give relief.

Help the American Red Cross. It is sending nurses, supplies and ambulances. It must send more.

The money of America has saved uncounted thousands of lives in gallant France.

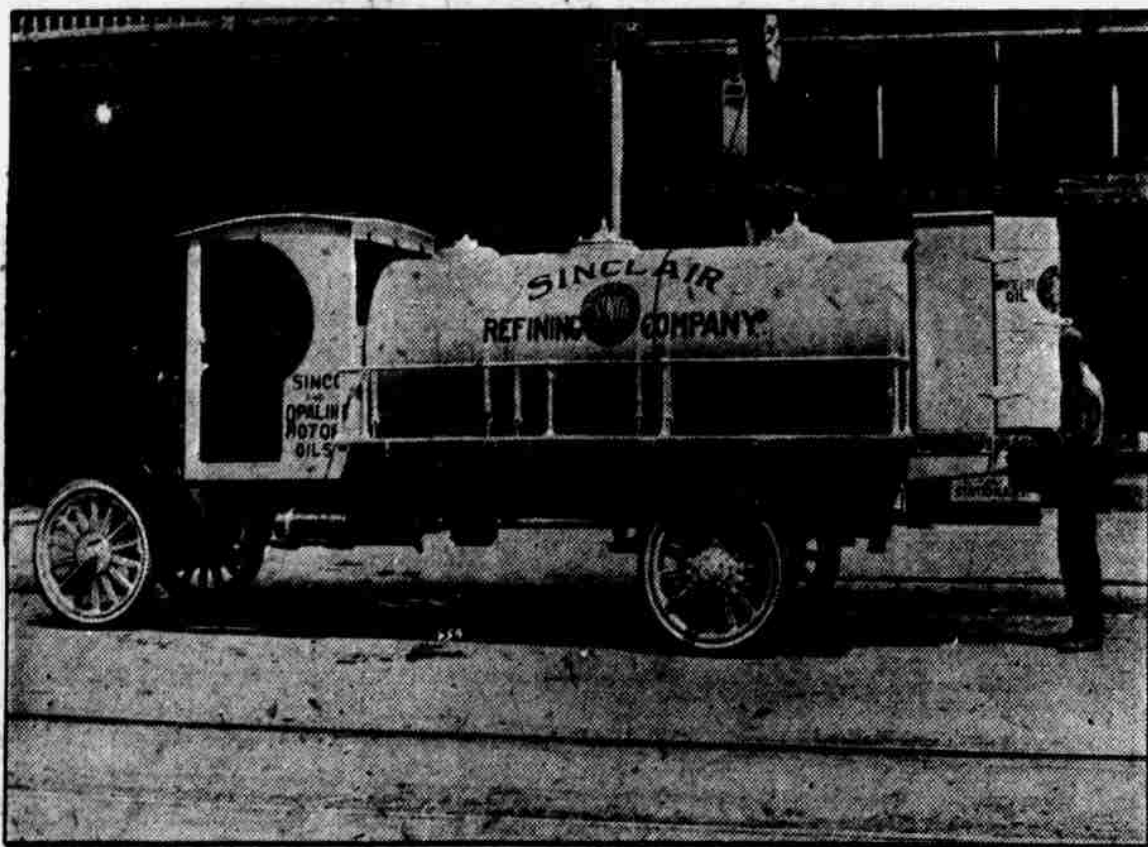
The money of America may save thousands of lives in Roumania. Your dollar would be very helpful—Financial America.

Magnets Cause Trouble.

In cars fitted with a magneto, it is no uncommon occurrence to have trouble develop because of water getting into the device. Sometimes drops of water get in between the horse-shoe magnets and prevent the magneto's functioning. To prevent any such trouble, not only from water but from oil or grease, it is an excellent plan to slip a leather cover over the entire machine. Some supply dealers have covers of this kind in stock, but if not any harness maker can manufacture one to order. The expense is small and the relief from this type of trouble worth all it costs.

Camouflage.
"What makes you find so much fault with your stenographer?"
"Well, she's the best stenographer I ever had and I don't want to lose her. So I've not to about around a little so as to convey the impression to any stenographer that she wouldn't suit the government."—Washington Star.

Service Trucks Deliver the Goods



FRANKLIN CARS LIGHTEST MADE

New Models Are Designed for Unrestricted Usage at a Minimum Expense for Operation.

It is natural to expect that any factor in today's living, of the importance of the automobile, would adjust itself rapidly, to the conditions arising from the war. Motor car designs is now much in the same position in the United States as that which turned English production to the light, medium-powered car. Operating expense has gone up and the type of car must be adjusted to preserve unrestricted usage, without burdensome expense to the owner.

"It is this thought," says S. E. Ackerman, sales manager of the Franklin Automobile company, "which is responsible for the Franklin touring-car. Among all the finer cars at the show it is noticeable that the Franklin is the leading exponent of light weight. The touring car weighs 2,280 pounds. At last year's show it was the lightest touring car on exhibition."

No Waste Room.

It is also very noticeable how the Franklin conforms to five-passenger capacity, which, Mr. Ackerman points out, is in line with the present day drift toward efficiency. People are

Seventeen States Have More Than 100,000 Motor Vehicles

Seventeen states now have more than 100,000 cars apiece, and four states have passed the 300,000 mark, whereas New York alone had this distinction in 1916. Nebraska is sixteenth in line. The leaders and the number of persons to each automobile in the 17 states, according to the latest census estimates, are:

State	Population	Cars Per Cap.	State	Population	Cars Per Cap.
1—New York	4,086,113	25	10—Indiana	3,921,193	14
2—Ohio	3,446,915	25	11—Massachusetts	1,744,274	22
3—Illinois	3,440,291	18	12—Wisconsin	1,644,534	15
4—Pennsylvania	3,235,158	27	13—Kansas	1,600,909	11
5—California	2,971,896	9	14—Missouri	1,544,998	22
6—Iowa	2,881,808	9	15—New Jersey	1,533,315	20
7—Michigan	2,226,880	14	16—Nebraska	1,488,100	9
8—Minnesota	1,999,699	12	17—Oklahoma	1,025,983	23
9—Texas	1,941,740	23			

coming to realize how waste room in an automobile represents an unnecessary expense, as it imposes extra weight that in these times of thrift becomes a burden. A statistician has recently visualized this condition by the discovery that out of every 100 cars on the streets only 25 are loaded to capacity. Also for every 100 partially filled cars there are 287 vacant seats, or an average of almost three vacant seats per car.

The other two open models of the Franklin line have this same lightweight idea incorporated. Mr. Ackerman commented on the growing tendency, as the outcome of the war, for household employees to enter the productive labor of farm and factory, or take up some branch of military service. "The result," he says, "is a scarcity of chauffeurs,

which is making motoring more of a self-reliant proposition. The Franklin sedan and the brougham are built to step into this gap and provide chauffeurless enclosed-car service. These particular types being at least 1,500 pounds lighter than the average enclosed car, their operation requires less effort. Franklin air cooling also fits into owner operation, by eliminating the care and attention that water cooling demands."

Two in One.

"For the most part, a town car or limousine represents an extra car for a family. Foreseeing the opportunity which war opened up to extend the usefulness of these types, the Franklin designs were directed towards developing the road ability of the cars. The element that has kept most town cars and limousines confined to city use, has been extreme size and more than ordinary weight. These factors have been modified in Franklin design, and with the introduction of resiliency in place of rigidity, the expense of operation has been reduced and reliability and road-going qualities increased to an extent that makes these cars as practical for touring as the open types."

A Good Argument.

As he dislikes motor cars, a country squire always kept good horses. Recently he bought a handsome mare and a few days later asked his groom what he thought of the new arrival.
"She's a fine-looking animal, sir," replied the man, "but I'm afraid she's a bit touchy."
"Why do you think so?" questioned the squire.
"She doesn't seem to take to no one, sir. She can't bear me to go into her box to groom her."
"Oh, she'll settle down in a few days," the squire reassured him. "Everything's strange to her, you know. I don't think there's much wrong with her temper."
"Nor didn't I at first, sir," replied the groom. "But you see she's kicked me out of that box twice already, and when you come to think of it, that's very convincing."—Argonaut.

Grant Plant Enters Truck Field; To Manufacture Grant-Denmo Line

The Grant company has entered the truck field.

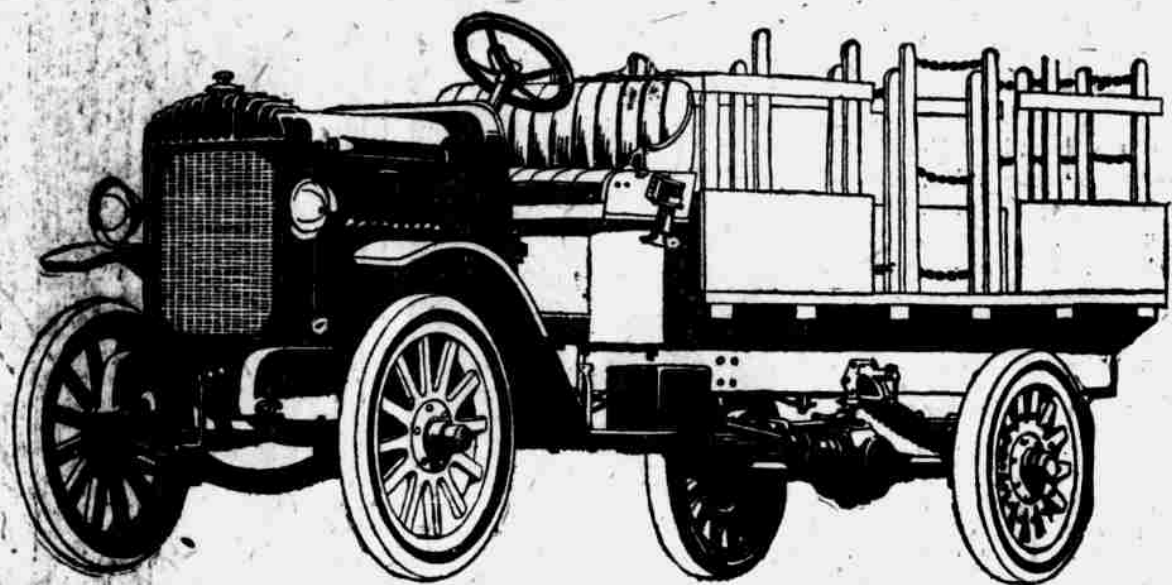
Not so many years ago the Grant Car Corporation of Cleveland occupied an obscure position in the automobile field. It had a little factory of modest proportions and turned out only a few hundred cars a year.

But they were good cars, so good that they sold like wildfire and the company began to expand. Once the expansion was under way progress of the Grant corporation was rapid, almost phenomenal. In the short space of four years, the output of the plant jumped from a few hundred a year to 20,000 cars a year. And the Grant Six ranks among the leaders in the popular priced six field.

With Grant trucks, however, the Grant people are not pioneering. Some time ago they had intended to start a line of trucks designed by themselves and had even already started to work on a big new factory addition for this purpose. Then, however, the Denmo Motor company, makers of the Denmo trucks, was purchased. So the Grant has acquired an established and successful line of trucks to start on and automobile men believe the new line of Grant-Denmo trucks will soon repeat the success of the Grant pleasure car.

In Omaha the new Grant-Denmo truck will be handled by the Lininger Implement company, which also has the Grant pleasure car agency.

NASH



Nash Trucks Prevent Hauling Delays

Your business is protected against hauling delays when Nash trucks are carrying your loads.

Congested freight conditions have made your hauling problem more vital than ever before. The one solution seems to be a greatly increased use of high grade motor trucks such as the Nash.

For long range hauling between cities, as well as for a greatly extended transportation service within the city itself, Nash trucks are especially adapted.

They are unusually powerful, dependable and economical in the hardest service. Equipped with automatic locking differentials, they get through where other trucks not possessing this important feature cannot go.

This automatic differential is an equalizer of power. If for any reason one driving wheel loses traction momentarily, its mate gets practically all the power and pulls the truck out of difficulty.

Let a Nash transportation expert show you which Nash Truck will best fit your hauling needs.

THE NASH MOTORS COMPANY
KENOSHA, WISCONSIN

Manufacturers of Passenger Cars and Trucks
Including the Famous Nash Quad

See This Truck At the Show.

NASH SALES COMPANY

General Distributors

Tenth at Howard St.

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REPUBLIC MOTOR TRUCKS

Over 2,000 Sold in Nebraska and Iowa
Over 35,000 Sold in the United States

When you purchase a Republic Truck you have the largest truck distributors west of Chicago behind you, also the largest truck factory in the world; a factory which is building more than 125 trucks per day.

Andrew Murphy & Son operate the largest and most complete truck service station in the central west, also carry a complete line of spare parts, necessary to the efficiency of your truck.

Real Trucks Backed by Real Service

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