BETTER ROADS TO BE THE SLOGAN OF NEW PRESIDENT

Newly Elected Head of the Lincoln Highway Association Tells of Work to Be Done.

In the election of F. A. Seiberling as president of the Lincoln Highway association, succeeding Henry B. Joy, who has entered the aviation section of the government service, one of America's big men has been called to direct the affairs of the most important public highway in the United States, if not in the world.

Mr. Seiberling is president of the Goodyear Tire and Rubber company of Akron, Ohio, and brings to his new office a record of achievement that has few counterparts in American industry. After a varied business experience, he founded, in 1898, the big rubber concern of which, for 19 years, he has been the active head, and which, today, with its $110,000,000 annual business, stands a monument to his business and financial genius.

Strip Named for Him.

He is one of the men who early anticipated the need of a great transcontinental highway, and has, from the inception of the Lincoln highway, been one of its staunch supporters, expending much of his time, energy and money in its behalf. For four years he has served as one of its directors.

A 17-mile strip of the highway, just west of Salt Lake City, is known as the "Seiberling Section"—a tribute to his support of this great project.

Like many other successful business men he is a product of the farm, having been born near Akron, but unlike many who have sought their fortunes elsewhere, he has achieved his success at home, and has been one of the big factors in making his home city the rubber capital of the world. But, although he has built up one of the largest rubber manufacturing concerns in the world and still remains its active head, he finds time to devote to other interests.

In Touch at Washington.

As a director of the United States chamber of commerce, he has spent much time during the last few months in Washington, and is in close touch with the government's war program, and alive to the importance of the Lincoln highway in the great transportation problems that must be worked out to make the government's program a success.

About ten months ago President Seiberling, sensing the transportation conditions that since have appeared, established a long distance motor truck line between Akron, O., and Boston, Mass., operating over the Lincoln Highway from Pittsburg to New York. This line is used by the Goodyear company to transport tires to its Boston branch and to bring back fabric from its cotton mills in Connecticut. The success of this line has encouraged many others to inaugurate similar lines, although operating over shorter distances, until today the Lincoln Highway is being used to transport many tons of important finished and raw materials to the eastern seaboard.

The new president, although a man of big affairs, has indicated that he will devote a sufficient amount of his time to insure the carrying out of the extensive improvements to be made on the highway this year.

Much Depends on Roads.

"This will be the greatest year in the Lincoln Highway's history," says Mr. Seiberling. "Although shortages of labor and building material will affect our big program somewhat, we hope to carry out our plans for making this transcontinental roadway the best in America. The winning of the war may depend largely upon the use made of this great highway. We see this emphasized now in the transporatation of army trucks under their own power to eastern seaports, for shipment to France.

"A train of 30 army trucks is leaving Detroit daily, all of which are operating over the Lincoln Highway. Hundreds of business houses in the east have purchased trucks the middle west factories and have been unable to obtain satisfactory delivery by railroad, and are having them driven through, largely over this highway, even in the face of the heavy snows and extreme cold weather.

"We are alive to the great importance of this great roadway in speeding up our war activities and are planning to expend approximately $4,000,000 this year in actual road work."

Stock Dort Duplicates Official Test Figures

Completing a trip which so closely resembled the recent economy run of the Dort, under American Automobile supervision, H. K. Coon of San Diego, Cal., has set at rest all question of a stock Dort being able to practically duplicate the official record. Coon's trip covered 4,568.6 miles, his gasoline mileage being 24.3, oil consumption, 1,726.6 miles per gallon and water consumption 594.6 miles per gallon.

The Los Angeles to San Francisco American Automobile association ten-day 4,658.4-mile journey, was made on an average of 1,774.6 miles to the gallon of oil, 23.93 miles to the gallon of gasoline and 601.08 miles to the gallon of water. This trip was made under the most trying and exhausting conditions in the hot San Joaquin valley, when the thermometer constantly hovered about the 100-degree mark.

Closed Cars for Winter Driving Are Very Popular

"Winter may be the time of discontent for most people, but it is the time when the sun shines for the closed-car manufacturers," says Mr. Miller of the Nebraska Glide company. "The streets of Omaha prove this. All along Farnam street and the side streets of the residential sections, the predominance of closed cars is most noticeable. There are three or four of them to every open car and the people riding in the closed cars, both electric and gasoline, seem to be three or four times as comfortable as those braving the icy blasts in the open cars.

"There are more closed cars in the city then ever before and the number continues to increase."

PATERSON CAR FOR BUYER WITH DISCRIMINATION

"Built for the Discriminating Buyer" is the slogan of the Paterson car, a leader in the Light Six class.

"And it's just what we say it is, too," avers J. P. Linch of the Nebraska Paterson Auto company, distributors for the Paterson in this territory.

"The Paterson is no makeshift automobile," said Mr. Linch, explaining the merits of the car he represents. "It is a real automobile built from the ground up. The Paterson is built for service—not for show. The Paterson will undergo more gruelling usage and outlive any car in its class.

"Not one point has been overlooked by the designers of the Paterson. There are no flaws in this car and even the most critical fault finder must confess he is stumped when he attempts to find something on the Paterson of which he can disapprove.

Thirteenth Omaha Motor Car Display To Start Tomorrow

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driven vehicles which were formerly manufactured in two classes—namely, the passenger car and the automobile truck—have expanded into scores of specialized forms, until there is not one phase of modern warfare which is not connected in some way with the smell of gasoline.

Remote from the grim theater of the conflict, in cities far away from the battle line, where are the homes and firesides of the enlisted men, there is the little runabout or passenger car lent by the owner to do its bit in some apparently trivial way. In every city authorities have only to announce a Liberty bond campaign or a patriotic rally and scores of passenger cars are proffered by the members of society.

The service rendered by the motor vehicle extends from the patriotic parade staged in the small town and does not stop until it goes "over the top" in the shape of a British tank.

Thus is revealed the heroic war role played by the motor-driven vehicle.

From Runabout to Tank.

From the Ford runabout to the British tank is a comprehensive sphere of vital and unprecedented service, which includes the motor ambulance, the motor truck, the signal corps cars, with their telephone and wireless appliances, the mounted anti-aircraft guns, the portable kitchens, the telephone and telegraph pole planting outfits, the thousand and one service cars of the quartermaster department, the dispatch riders and the officers' cars. These are a few of the minor roles played by the motor vehicles near the trenches.

That this is Omaha's first real war time motor show will be reflected in various ways throughout the exhibition. Manager C. G. Powell and the other members of the show committee have an enduring respect for mighty Mars; and as a token of that respect will use Old Glory as a basis for the color scheme. This doubtless will give the visitor a patriotic thrill that has been conspicuous by its absence in previous shows.

The novelties for 1918 are few and far between. By far the greater majority of automobile manufacturers have been content to continue the chassis of the past two or three years, with but minor changes in the structure of the power plant. What changes have taken place are of what might be called a "destructive" nature. Not that the motor car engine has been destroyed, but that useless and unnecessary parts have been eliminated. Perhaps it is a blessing in disguise for both the motorist and the manufacturer that the supply of steel and other materials looked rather shaky for a few weeks. The wholesale manner by which many of the makers have eliminated parts brings joy to the heart of the man who finds even the simplest motor car engine a fathomless mystery. Although body refinements have in no wise ceased, the motor is now coming in for its share of improvements. The day of revolutionary changes in the power plant field seems to be done, but the perfecting process is speeding merrily along, and the 1918 show reveals numerous variations that put the 1918 motor in a class of its own.

Sport Model to Front.

Economy idea will be constantly encountered in all quarters of the show. Motor cars for 1918, it can be safely stated, are designed to consume as little gas as possible, with every possible improvement made to lessen the amount of fuel consumed. The increasing cost of motor fuel and the realization that as the nation becomes more and more involved in the war there will be an increasing amount of fuel sent "over there" have put the matter squarely before the manufacturers. In a methodical manner they have gone over every inch of the car, lightening here and improving there, until the 1918 automobile is economy personified. There has been a tremendous amount of attention brought to bear on the carburetor, and almost every car presents some slight change in this all-important part. How far the car will go on a gallon of gasoline and how the carburetor will "gasify" the commercial gasoline of the year are questions that every motorist has on his tongue's end, and the manufacturers are answering them successfully. It is obvious that the big heavy car can never expect to equal the smaller automobile in number of miles per gallon, but it is also true that there will always be a certain large class who will buy nothing but big cars, as compared to those who will never get out of the light car class. The heavy car of 1918 is the best of its type yet produced and the most economical. The light and medium-priced car shows like merits in its class.

Eye Single to Economy.

In body lines the 1918 show will present but little that is new. During 1917 there was evidenced the growing popularity of the sport roadster, and cars of this type are much in evidence. This is another "streamline" year. Awkward surfaces, unnecessary corners, ungainly protuberances are entirely done away with. The sloping windshield, the graceful top, the spare tire at the rear instead of on the side and the control levers inside are all features of this type of refinement. Closed and convertible models naturally hold stage center.

WHY MOTOR IS THIRD BIGGEST INDUSTRY

Motor vehicle manufacturers in United States	520
Commercial vehicle manufacturers	272
Passenger vehicle manufacturers	248
States in which factories are located	32
Capital invested	$726,000,000
Workers employed	280,000
Wages and salaries paid in fiscal year ended June 30, 1917	$273,000,000
Motor vehicles produced in last fiscal year	1,806,104
Passenger cars produced	1,693,994
Commercial cars produced	112,209
Wholesale value of vehicles produced in last year	$917,470,938
Paid for parts and materials by automobile manufacturers in last fiscal year	$480,000,000
Production passenger cars in calendar year 1917	1,795,640
Production commercial cars in calendar year 1917	181,348
Average price of passenger cars produced in 1917	$ 720

last few months. For a short time the motor car industry was beshrouded in a cloud of pessimistic and disconcerting rumors added to the blackline and its necessity for war uses. Automobile manufacturs were dubbed a nonessential industry and was threatened with partial or complete suspension. Coal, steel, labor and other needfuls were to be diverted from the big motor factories. The general viewpoint seemed to be that the automobile industry was to be one more innocent victim of Mars, and the merry little chorus of coffin-makers were already starting to hammer a symphony on the coffin lid. But the rumors were built of the customary rumor fabric, and not one of them has materialized or been borne out by official action. Gasoline is still plentiful and advices are that it will remain so; curtailing the motor car industry to a disastrous extent is to be scouted as a bad business move, and what the motor car has done for the nation since the war began has forever cleared it of the stigma of a "nonessential."

Autos Part of Daily Life.

The dawn of 1918 finds the motor car looked upon with a more favorable eye than ever before, and there will be visitors at the show who are recent converts to the efficient, useful, economical gospel of the motor car. Men and women this year for the first time realize that the automobile has become part and parcel of the life of the average American. Motoring and motorists in America can be compared to no other country. In no other nation has the motor car gained such a grip on the people at large. The working class in England, France or Germany before the war did not run or drive automobiles. They could not buy gasoline for 20, 25 or even 50 cents a gallon. Motoring abroad was largely a pastime of the well-to-do and wealthy.

How different it is in America. The city man of moderate means runs a small car and gets an added measure of health out of it for himself and family. The farmer runs a motor car and makes it do work that a team of horses never could encompass. Salesmen sell more goods by using motor cars. The doctor makes night calls otherwise impossible. There are a hundred uses of the passenger car that have made it practically indispensable. This is no industry to be swept from the face of the nation by the hot breath of war. The automobile has answered the summons of Mars, and it has stood the refining test and stands today an approved necessity. Omaha now has its chance to view the newest products of the master minds of the industry.

In conclusion, a word as to the men who have made possible the fine exhibition that will throw open its doors to the public tomorrow. In no previous year has there been so serious a doubt as to whether or not a show would be held, and never before have the labors of the show committee been so onerous. However, the men who were finally selected to launch the 1918 show are of that splendid type in whose lexicon there is no such word as fail.

OMAHA'S FIRST MOTOR CAR, FIRST SHOW, FIRST PARADE, FIRST RACE, TOLD BY POWELL

Manager of Omaha Auto Show Spins Interesting Yarn, Telling Development of Industry from 1898, When First Horseless Vehicle Appeared, Until the Present Day.

By CLARKE G. POWELL,
Manager Omaha Automobile Show.

The advent of the automobile in Omaha is somewhat enshrouded in mystery, but the story runs about like this.

ELECTRIC BUS FIRST.

As far as I can discover the first automobile ever seen on the streets of Omaha was an electric bus brought to the Transmississippi exposition by Montgomery & Ward in 1898.

The next to appear was a home made car built by Otto Baysdorfer. He started work on this car in 1898, and had it running in the spring of 1899.

First Factory Car.

The first factory car sold here in Omaha was probably a one-cylinder Winton gasoline car owned by Dr. Cameron Anderson, who started running it in the spring of 1900. A Dr. Stroud, an army surgeon, stationed here, also had a car about this time or a little later. This was a Mobile steamer which he purchased from the Wittman company of Lincoln who had a branch here in Omaha under the management of Guy L. Smith.

Harry Sharp said that he could not leave the manufacturing business entirely in the hands of Otto Baysdorfer and in 1900 he started work on a steam car which was finished four years later. It came to an un-

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Here Is Trend of Construction of Motors This Year

Here are the changes of a year in trend of motor and chassis construction shown in figures in percentage:

	1917	1918
Four cylinders	36	38
Six cylinders	47	50
Eight cylinders	11	12
Twelve cylinders	4	4
Cone clutches	30	26
Disk clutches	70	74
Unit power plants	27	76
Transmission—Amidships	12	14
Transmission with rear axle	11	10
Thermo-syphon cooling	36	22
Centrifugal pump cooling	64	68
Force feed oiling	22	24
Force feed and splash	54	58
Plain splash	24	18
Vacuum fuel feed	74	84
Gravity feed	16	7
Pressure feed	10	9
Battery ignition	70	79
Magneto ignition	30	21
L-head motors	71	70
Overhead valve	18	22
T-head	7	5
Knight	3	3
Floating rear axle	52	49
Semi-floating	23	28
Three-fourths floating	25	22