

MOTOR CARS ARE BIG ASSISTANCE IN FUEL SAVING

Nordyke and Marmon Official Points Out How Gas Vehicles Aid in Consumption of Coal.

By F. E. MOSCOVICS.
Vice President of Nordyke & Marmon Co.

Few, even of those most closely identified with motor car industry, comprehend how miraculously the passenger car has conserved vast mountains of coal for America in this year of her first fuel famine.

Without our cars and the useful work they have done this coal would have been consumed in transportation work by steam roads and by electrically driven trolley and interurban cars throughout the land. Facing the peril of international coal famine, the work of the motor car in saving coal through consumption of gasoline for transportation work has been of stupendous value to humanity.

Four Million Cars.
There are now more than 4,000,000 passenger cars in America, to say nothing of the 500,000 trucks. Each one of these cars we know will average 4,000 miles a year. Most of them will run 6,000 to 8,000 miles, but let us use the conservative 4,000-mile figure. On a conservative estimate the average car carries three passengers for practically every mile it travels.

This means that our passenger motor vehicles have transported 12,000,000 passengers—16,000,000,000 miles, this last year. All the coal the steam roads, the city trolleys and the interurban cars would have consumed in transporting these passengers has been saved for America and our allies and friends overseas.

Save 10 Billion Miles.
Take it another way. Suppose those 12,000,000 passengers which were carried by motor car had ridden entirely in railroad train—50 passengers to a car. It would mean 240,000 loaded steam cars going clear across the continent with 12,000,000 passengers.

Such a colossal and stupendous emigration of a city nearly three times as large as New York City has never occurred in the world's history. Think of the coal it would take to haul 240,000 passenger cars from New York to San Francisco. A railroad official tells us that it would require at least 100,000,000 tons. It is staggering and fantastic.

You say, "anyhow, weren't the 12,000 motor car passengers traveling those 16,000,000,000 miles needlessly? Weren't the cars really pleasure cars? That is the rub.

Average Figures Used.
Now let's look at the real facts of the case. The city of Indianapolis, where the Marmon 34 is made, is an average American city. It is a city of homes, but it is not really as prosperous in quickly acquiring fortunes as certain other middle western cities we could cite. Nevertheless, it is not below the average American city in prosperity. It is a good healthy American average.

Marion county, which includes the city, and a few thousands of suburbanites and farmers, has some 30,000 motor cars. It has been estimated there are not 1,000 chauffeurs in the whole city. It is a community of owner drivers.

Street Cars Lose.
Indianapolis, a city of a quarter of a million, has had a normal census growth. Of late it has increased beyond this a trifle, we think. Nevertheless, street car companies there say they carried in the last year 1,400,000 less passengers than they did in previous years.

In the ordinary course of events the 1,400,000 passengers actually lost by the street car companies and the 600,000 which should have been gained (2,000,000 passengers, or fares) would have ridden in street cars. They motored because they liked it and saved coal. This same process happens right along in every other American city which is a motor car-owning community.

If an average American town of a quarter of a million can conserve 2,000,000 coal-consuming street car rides, consider what the entire country could conserve in a year with 4,000,000 cars instead of the 30,000 which Indianapolis possesses.

"And when you use the Marmon," H. Felton, Omaha distributor for this car, adds, "you save gasoline as well as coal, for the Marmon is a real economy car."

Powell Tells of History of Motor Vehicle in Omaha

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timely end a little later while standing in front of Maurer's. Sharp was inside of Maurer's at the time the car started skyward.

Refused to Run.
Dr. Fred Conner also had one of the early cars. This was a gasoline car named Darling, built in Shelby, O., and was delivered here in 1901. As the doctor expressed it: "That was a mighty fine car only I couldn't get it to run." George Patterson bought and used a steam car, and another car seen very often on the streets of Omaha at this time was a locomobile steamer, owned by Dick Stewart of Council Bluffs.

Practically all of the cars mentioned were brought from the factories and the first cars really sold in Omaha were the old curved dash Oldsmobiles which were handled as a side line by the Oldsmobile Motor Works, selling stationary engines. The first Oldsmobile sent out from here was shipped sometime during 1900. This first one I believe was shipped to Frank Young, banker at Broken Bow, Neb. Charles Corkhill had charge of these first cars handled by the Oldsmobile Motor Works.

The next year, H. E. Frederickson, who was in the buggy and bicycle business sold an electric car—a National I think—and commenced to take an interest in this line as a possible successor to his buggy business.

Deright, Enters Game.
In the early part of 1902 J. J. Deright, who was in the business,

took the agency for the National Electric and later the Waverly.

These two firms handled automobiles in a small way as a side line, without stocking them, and the automobile game really started in 1902 when the writer went into the business of handling cars exclusively. The start was made at Fifteenth and Davenport streets in the first garage in the state and was later burned out. A move was then made to 1516 Capitol avenue. The first cars handled were the one-cylinder Cadillac and the one-cylinder Packard.

The next dealer to go into the business was R. R. Kimball. From that time on the business commenced to increase very rapidly and several firms who had simply dabbled in the business, went into it in earnest. Among the early cars handled here were: Winton, Mobile Steamer, Locomobile Steamer, Oldsmobile, Ford, Autocar, Stanley, Toledo, White.

First Auto Parade.
The first automobile parade ever held in Omaha was held in the fall of 1902. Cars were elaborately decorated with artificial flowers and ribbons and the parade was an unqualified success outside of the fact that several of the cars seemed to lose interest and the parade was halted several times to get the inside of the cars into sympathy with the movement.

The first prize was won by Mrs. Charles Kountze, the second by Mrs. Bert Wilkins and the third by the writer.

First Auto Race.
The first automobile race meet was held in Omaha in 1904 on the old Transmississippi track. This was on North Twentieth street and the same track was used afterward by the Omaha Driving club. As I remember it, Frank Colpetzer and Nels Updike were largely instrumental in bringing this meet to Omaha. Barney Oldfield in his Green Dragon and A. C. Webb in his Pope-Toledo-Cyclone were the star attractions. In the amateur race Emil Brandeis entered his White Steamer, which cleaned up all of the free-for-all amateur events. The Powell Automobile company entered a one-cylinder Cadillac, which Guy L. Smith drove to victory against a one-cylinder Oldsmobile. Great preparations were made for this race by the man entering the cars and I remember that our force spent the entire night before the race, working on the Cadillac and tuning it up to the last notch. I also remember that picnic acid found its way into the gasoline tank and this may have had something to do with the win.

What is now known as "Automobile row" was started in 1905 when Powell Automobile company induced Mrs. DuFreme to put up the building at 2048 Farnam street, now occupied by J. T. Stewart Motor company. This was in July, 1905, and as far as I can discover was the first building in the state of Nebraska devoted exclusively to the automobile business.

Auto Shows Start.
The first automobile show was held April 4, 5, 6 and 7, 1906, and was conducted under the auspices of the Omaha Auditorium company and the Omaha Automobile Dealers' association, under the management of the writer. There were five exhibits only and the big problem at that time was not to find room for the exhibits but to find exhibits for the room.

The firms exhibiting were: R. R. Kimball, Deright Automobile company, Oldsmobile Motor works, Powell-Bacon company, H. E. Frederickson.

No Decorating.
The majority of the cars exhibited were gasoline. Several of them were one-cylinder and a very few fours. All of the exhibitors made exhibits somewhere in their booths of automobile sundries. There was absolutely nothing done in the way of decorating, but strips of burlap spread on the floor for aisles and a row of lights was hung on each side of the hall. The boxes were not removed from the Auditorium nor were the stage and basement used as in later shows.

As a matter of fact, very few of the cars shown were owned by the dealers, but were borrowed from the owners and were loaned for the occasion. A picture of the first show indicates that the sign painters were extremely busy, as every car is literally covered with signs, extolling the merits of the cars, giving names of purchasers of same, models, etc.

The automobile accessory business was started in the fall of 1907. Previous to that all of the dealers had carried automobile accessories to a limited extent but late in 1907 the writer sold out his automobile business and went into the automobile accessory business exclusively. The business was first transacted in a very small room at 2020 Farnam street and the Powell Supply company monopolized the automobile accessory field for one year, when other firms went into the business.

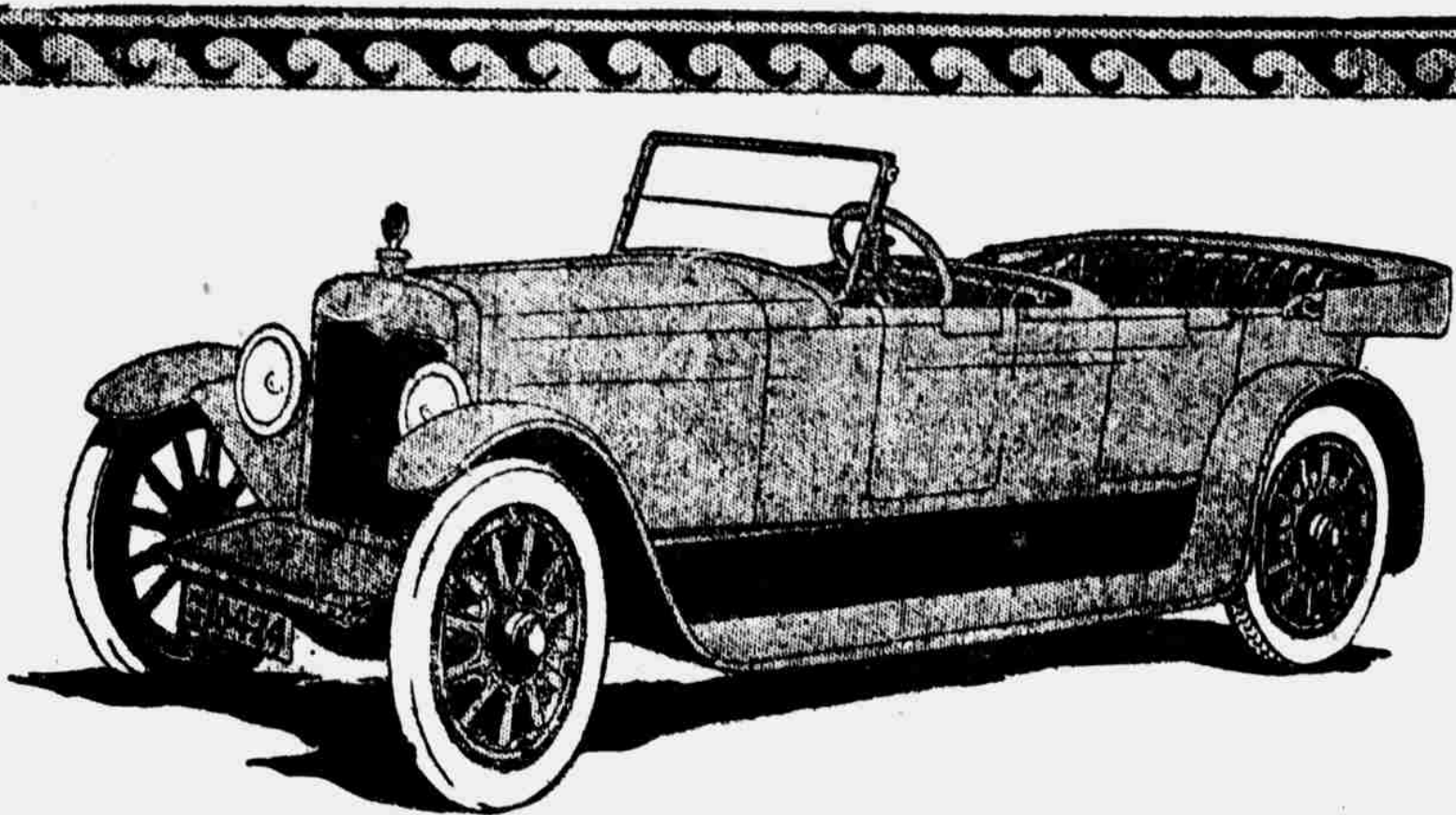
As an indication of the tremendous growth of the business, the records just compiled by the Omaha Chamber of Commerce show that in the year 1917—16 years after the business started—the total volume of business in automobiles amounted to \$39,814,157. In 1917 the automobile accessory business—which started 10 years ago—amounted to \$7,713,873.

The automobile industry in Omaha has been built up from nothing—in 1902—until today it stands as the largest jobbing industry in the city.

Dragging Brakes Handicap.
One of the minor causes of power losses is dragging brakes. The way to ascertain the condition of the braking system is to jack up the rear wheels and turn them; if no great effort is required and no scraping sound is heard, there is no drag. Dragging brakes not only reduce the speed of the car but also cut down the mileage per gallon, something to be avoided in these days of costly fuel. Dragging brakes generate considerable heat, and one can tell what the condition of the system is by feeling the outside of the bands after a run.

First Motor Bus Is Used in Yucatan City

The first motor bus for use in Merida, Yucatan, arrived recently from the United States and has been put into operation between the center of the city and one of the principal residential suburbs. The fare for the trip is 10 cents. It is reported that the operation of this bus is a financial success and that several more American cars have been ordered. Merida has about 21 miles of street car tracks, on which are operated mule and horse-drawn cars. The street car fare is 7-1-2 cents.



45 HORSEPOWER 26 Miles Per Gallon

\$1085
f. o. b. Pontiac

The new Olympian makes its bow at the Omaha Auto Show. It incorporates more advanced features than any other car on the floor—regardless of price

THE 4-CYLINDER MOTOR IS AN ADVANCE—45 horsepower, valve-in-the-head type with Lynite pistons. Rocker arms and other moving parts enclosed in aluminum. Counter-balanced crankshaft—counterweights and crankshaft one solid forging.

Unusually wide range of high gear ability. Throttles down to two miles an hour.

THE OILING SYSTEM IS AN ADVANCE—forced feed with slow regulated according to engine speed, preventing excess of oil at low speeds.

YOU GET 26 MILES ON A SINGLE GALLON OF GAS. The "hot spot" manifold gets action from every ounce of fuel.

FRAME CONSTRUCTION IS AN ADVANCE—6-inch narrow gauge, designed by the Brush Engineering Company, the most advanced engineers in the automobile industry. Steel running board hot riveted to frame, giving more rigid construction with less weight. All brackets eliminated. Extension of frame which acts as rear bumper supports 16-gallon gasoline tank.

SPRING SUSPENSION IS AN ADVANCE—inverted semi-elliptic rear springs set 6 inches back of rear axle, giving 112-inch wheel base Olympian the riding ease of 118-inch car, with no side sway.

DEALERS—Do not fail to see this new, modern, scientifically built car. It is backed by a powerful organization with ample facilities—plenty of good, hard cash—and a sales plan that will make it one of the fifteen leaders in 1918. It is a live proposition for you.

Dill Motor Car Company

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