

## OMAHA'S AUTO SHOW SET FOR MARCH 10 TO 15

Big Spectacle to Be Staged at the Auditorium to Include Trucks and Tractors.

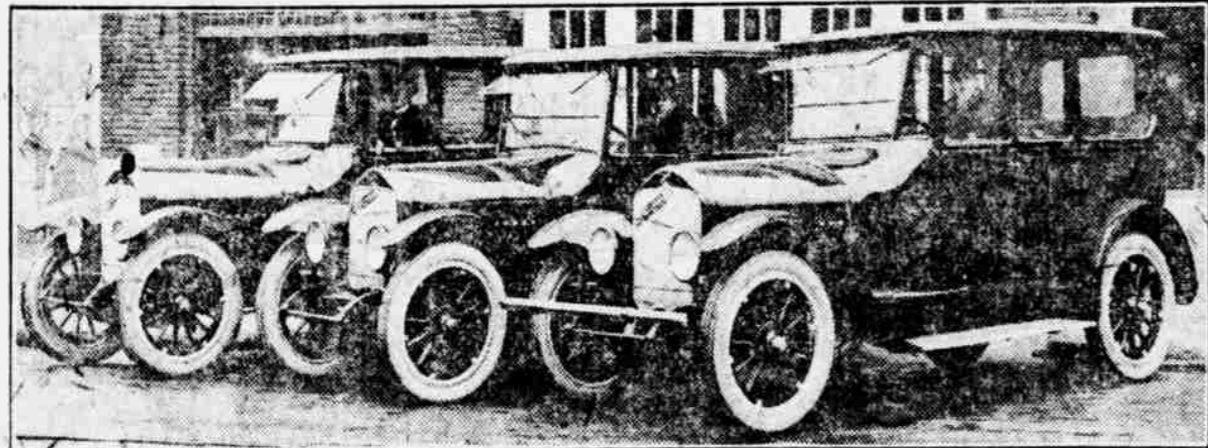
The Omaha Automobile show is scheduled for March 10 to March 15, according to Guy L. Smith, and the present plans indicate that the coming show will exceed in proportion anything ever staged in Omaha.

This year the automobile show will embrace a display of trucks and tractors and if sufficient space can be arranged for, the various automobile accessories, houses will display their wares also.

It is a plan of the managers of the Omaha show to create an impression this year which will leave a distinct feeling of certainty regarding the automobile business in the minds of all those who visit the show. It has been a little hard for some of the dealers and buyers to realize that the automobile factories are for the most part released from their war contracts and will soon be in a position to go ahead full force. Labor conditions seem to be about the only drawback and the ranks will soon be filled with returning soldiers.

The problem of housing the automobile show this year brings to light again the crying necessity for a larger auditorium, in Greater Omaha. The present auditorium is barely large enough to include a complete exhibit of automobiles, and when one stops to consider that

## Closed Cars Selling as Rapidly as They Are Brought from Factory to Markets of West



War the Sedan business is good is evidence by the above photograph which was taken in front of the sales room of J. C. Helbert, national distributor, just a few months after three National Sedans had been delivered to owners who have been

waiting impatiently for some little time. These three cars will all appear on Omaha streets and are owned by Dr. H. A. Richenbach, president of the Crown Tire & Rubber company; J. B. McDonald, secretary of Crown Tire & Rubber

company, and C. M. Reynolds of the Nebraska Fuel company. The temporary quarters of the National are in the Blackstone garage No. 1, on west Farnam street. Mr. Helbert expects, however, to move into new quarters shortly after January 1.

to protect prospective buyers "we hereby guarantee prices as against decline of March 1, 1919, and you are authorized to give the same guarantee to your customers, it being understood that if the present prices of Studebaker cars are reduced by the corporation during the period mentioned, we will protect all dealers on cars they have in stock at the time of reduction and also on all cars that they have sold to customers under the above guarantee from this date.

## AUTO INCREASE IS GOVERNED BY MATERIAL COST

Studebaker Corporation Analyzes Conditions Causing Increase in Price of Cars.

The Studebaker Corporation of America is sending a letter to its dealers explaining the reasons underlying recent price increases of automobiles. It states that automobiles are not different from any other commodity and that their price is affected by the same elements that affect other merchandise, such as availability of labor and material and supply and demand of the finished products. The letter follows in part:

To All Dealers: Automobiles are no different from any other commodity and the selling price is governed by the cost of production as well as supply and demand. The supply is governed by the number of automobiles obtainable. The demand by your ability to convince the public that they want what you have to sell—in other words, Salesmanship. Price of automobiles will decline when the price of labor and raw materials decline. The price of labor and raw materials will be reduced when the expense of living and producing raw materials are lowered. The cost of living will be reduced when price of food goes down and the government has guaranteed the farmer a fixed price for his 1919 crop.

The answer is self-evident. Inflated prices must come to a level in keeping with the cost of material and labor. Therefore, analyze the other fellow's price. See what his price was January 1. Compare it with the price of November 1, and thus determine what constitutes an inflated selling price.

In order to protect dealers who have cars in stock and permit them

to protect prospective buyers "we hereby guarantee prices as against decline of March 1, 1919, and you are authorized to give the same guarantee to your customers, it being understood that if the present prices of Studebaker cars are reduced by the corporation during the period mentioned, we will protect all dealers on cars they have in stock at the time of reduction and also on all cars that they have sold to customers under the above guarantee from this date.

## PRACTICAL PARAGRAPHS

By S. P. LaDuc

### Look Over the Top.

When one is buying a used car he should be particular in his examination of the top and curtains. Sharp dealers have a trick of blacking over a seedy-top and curtains so that at casual inspection they look well enough, but when the first rain comes they leak like so many sieves. By the same token look well to the tires on the used car. The gyps have methods of whitewashing the tires so that they look well for the time being, but give little service afterward.

### Change Lubricant.

This is the time of year when the lubricant in the various gear cases should be changed. This means that the old lubricant should be removed, the cases should be thoroughly flushed out with kerosene and then should be filled to the level with a thinner lubricant than was used during the warm weather. A heavy cylinder oil or a special grade of gear oil makes a very satisfactory winter lubricant for these units.

### Feeling for Shorts.

When two of the wires of the lighting or starting systems are producing a short circuit, an inevitable accompaniment of the condition is heat. By feeling carefully along the line the operator can usually detect the presence of a short by the heat that is being generated.

## MANY CAR FIRMS RESUME USUAL LINES OF WORK

Turning Rapidly from War Work to Production of Cars and Trucks to Supply Civilian Needs.

Washington, D. C., Dec. 12.—Immediately following the signing of the armistice, the manufacturers of passenger automobiles and motor trucks began taking prompt action to resume the production of cars and trucks to meet civilian demands. Some have asked the government to cancel part of their war contracts, and the war industries board authorized a 50 per cent increase in the production of passenger automobiles previously allowed for the last half of 1918, and announced the removal of priorities for materials, so there would be the least possible delay in resuming normal production, according to officials of the National Automobile Chamber of Commerce.

It is anticipated, however, that several months will be required to secure deliveries of all the materials and parts needed to get back on full production basis and that it will hardly be possible for manufacturers to build more passenger cars by the first of next year than the allowance authorized by the board, nor more motor trucks than the average rate of past production.

### Output Decreases in 1918.

In 1917 there were produced 1,718,000 passenger automobiles and 160,000 commercial motor vehicles, whereas under the war restrictions this year the total output of passenger cars will be slightly less than 1,000,000 or 740,000 fewer than in 1917. There was no enforced limitation of truck production until last August, except that many assemblers were unable to obtain deliveries of engines, transmissions and axles. Trucks produced and sold for civilian use only last year totaled 109,000, while this year they will reach 182,000—an increase of 67 per cent. Production of passenger cars and trucks by quarters in 1918 is as follows:

	Pass. cars	Com'l cars
First quarter	293,252	45,500
Second quarter	348,100	45,417
Third quarter	186,173	45,429
Fourth quarter (est.)	150,000	45,300
Total	974,600	182,646

As the largest manufacturers of passenger automobiles were largely engaged in war work, some of them to the full capacity of their plants, and had almost ceased manufacture of automobiles, it is not to be expected that the output of cars will be normal before about the middle of next year.

On June 30, 1918, there were 5,466,931 motor vehicles registered in the United States, of which fully 5,000,000 were passenger cars. Ordinary wear and tear would eliminate about 500,000 of these in normal times, but probably most of the old cars have been kept in service and will be retired as rapidly as new cars can be obtained to take their place.

There still exists a shortage of iron, steel and other materials used in motor cars and the demands of other industries that have been curtailed will be large. The facts, therefore, indicate that new car pro-

duction will hardly catch up with demand until 1920.

### Eastern States to Keep Highways Open.

Concerted action to keep highways open following snowstorms during the coming winter is being taken by the highway commissions of the eastern states. The importance of transportation by motor truck and the overland delivery of thousands of army trucks to Atlantic ports last winter emphasized the need of keeping the main highways open for travel through the winter, and eastern state highway commissioners believe that with the establishment of many rural motor express lines and parcel post routes there will be continued heavy truck traffic during the coming winter.

Highway commissioners, or their representatives, from New York, Connecticut, Massachusetts, Pennsylvania and Delaware, recently met with the Highway Traffic association of the state of New York and reported that plans had been made to keep the most traveled roads open every day this winter. Of an appropriation of \$1,000,000 made by New York State for maintenance of routes used by army transport trucks, \$500,000 is available for snow removal. In Connecticut the cost of snow removal on 1,000 miles of highway aggregated about \$50,000 last winter, or approximately \$50 a mile.

"The establishment of rural routes and the increasing use of trucks and passenger cars for essential business command the attention of highway engineers," said Charles J. Bennett, highway commissioner of Connecticut, "and the snow removal problem becomes a vital issue to be solved at once."

### Pennsylvania Sets Example.

Pennsylvania last winter set an example in keeping the mountain routes open for army and commercial traffic. "It should no longer be an optional matter with the road officials in charge of our highways," said George H. Bliss, deputy highway commissioner for the state. "For when we consider the enormous winter on some of the roads, argument is unnecessary. An actual traffic census taken on one of our highways when the temperature was 25 degrees below zero showed that more than 2,000 vehicles passed over the road in 12 hours."

The United States weather bureau has made plans to furnish daily reports of the depth of snow or ice on the roads and their general condition to the automobile clubs in Pennsylvania this winter, for the benefit of truck and passenger car drivers. Forecasts of approaching storms will also be supplied daily to the superintendent of highways at Harrisburg, who will instruct his snow-fighting forces accordingly.

### Remains Aloft Thirty Hours.

Somewhere abroad, Ensign P. J. Barnes of the American naval air service broke all existing records for sustained flight when he remained aloft for 30 hours, 30 min-

utes in a balloon of the blimp type. The record is official, announcement of the feat coming through the Navy department at Washington.—Motor Life.

### Gasoline Level.

If the gasoline level is too high the carburetor will be flooded, while if it is too low there will be a tendency toward lean mixture and difficult starting. For satisfactory operation it is important that the carburetor float be adjusted so that

the gasoline level is about one-thirty-second of an inch below the outlet of the lowest nozzle.

### Dean Gregg Now With Universal Motor Company

Mr. Dean Gregg formerly with the city purchasing department, has now assumed his new duties on the sales force of the Universal Motor company, located at 2562 Leavenworth street, who handle Ford cars exclusively.

# Willard

## STORAGE BATTERY SERVICE STATION

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### How Long Will It Last?

That's just another way of asking "How good is your battery insulation?"

For no battery is any better than its insulation.

There's no doubt about it; Insulation is one of the things that makes the Willard a longer lived, better battery.

Every piece of Insulation that goes into any Willard Battery has those features so necessary to long battery life—that is, sound material; thorough workmanship; exacting tests and careful inspections.

**Nebraska Storage Battery Co.**  
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# REO

## The Reo Speed Wagon

represents the most practical solution to every-day hauling problems for the following reasons:

1. It is light enough to operate with extreme economy.
2. It is speedy enough to get about on all manner of quick errands.
3. Its turning radius and size enable operators to use it for any kind of work.
4. The same quality which typifies Reo products is evident throughout and the price is right.

Prices f. o. b. Factory  
Chassis \$1250, With Express Body \$1350

**Jones-Opper Co.**

2043-45 Farnam St., Omaha  
Distributors Eastern and Northern Nebraska and Western Iowa.

**A. H. Jones Co.**

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**THE GOLD STANDARD OF VALUES**

# National

## —for Town and Country

In the city, the new National Convertible Sedan is a distinctive closed car that you can drive with pride, propriety and ease in these chauffeurless days. And on cross-country trips, this able model will serve you with a zest rarely associated with automobiles of this type. For the National Sedan—Six or Twelve—is a versatile performer, equally efficient on dirt roads and asphalt boulevards, with the power and the stamina for the uncommon tasks.

The Six Sedan, \$3120

The Twelve Sedan, \$3720

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Eighteenth Successful Year

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# Allen Series 41

## S-E-D-A-N

The Allen Sedan creates a distinct impression of quality, which will remain in your mind while you are looking at other cars.

The attention given to the details of interior finish is quite noticeable to all who are familiar with fine motor car construction.

The Allen Sedan is an excellent Christmas gift. Family transportation and recreation are important items.

### STANDARD MOTOR CAR CO.

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