

VISUAL APPEAL IS BIG FACTOR IN SELLING AUTOS

Beauty and Individuality Are Prime Requisites for Successful Business for Auto Dealer.

Statistics show that 90 per cent of all motor cars priced above \$1,000 are sold by their appearance—their "visual appeal." Beauty and individuality have become requisites in successful motor car requisites. In these days of phenomenal success by automobile engineers, no one doubts the ability of an automobile to go and keep going, but beauty is still being developed and beauty is in demand. Motor car buyers want something snappy; a car that looks the part on city streets or highways.

The popularity of the automobile among women is largely responsible for the demand for greater beauty in design. From the school-girl still in her teens to the mature matron, the automobile is a topic of intimate interest and, too, there is a constantly increasing number of woman drivers. While women, even before they took largely to driving cars, undoubtedly influenced the purchase of many, their part has now become so important in the matter of car purchase that they may fairly be said to hold what diplomats would term a balance of power. They demand those niceties of comfort and artistry of lines that many men ordinarily are content to do without.

The lines of a car that are daringly designed offer an immediate identifying individuality. The freakish or ultra-modish car can appeal but to few. Boldness of lines must have a tempering touch, giving to the whole a definite artistry that will find popular appreciation. Beauty and individuality sanely merged offer a real car value. That is what the public desires and must have. The motor car to be popular must be completely beautiful. Beauty in the motor car applies to mechanical features as well as lines, hence the motor car to be completely beautiful must be beautifully complete.

Firm Has First Truck.

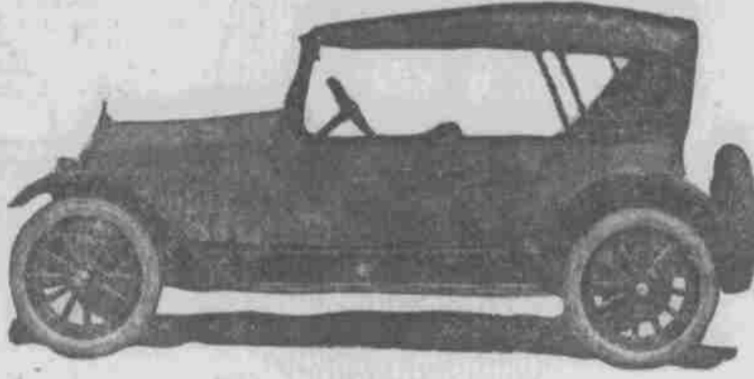
It is always interesting to learn the history of the first truck a concern builds and the history of it through the years it is operated. In this connection an interesting story has been unearthed about the first Indiana truck ever built. It is in its eighth year, has run 100,000 miles and is still running every day for a mercantile concern at Gas City, Ind.

South America Buys Many Automobiles During War

Cars Blaze Way for More General Introduction of American Machinery in Latin Countries; Commercial Nations of Europe Unable to Devote Much Time to Export Trade.

Automobile exports to South American countries have served to blaze the way for a more general introduction of American machinery and implements. The first buyers of automobiles in every country are the well-to-do people who set the pace, and whose actions moreover, attract attention from the whole population. Thus, with South American countries buying regularly such motor vehicles as are exported from the United States, it will offer opportunities of increasing our exports of

1914 amount, reaching \$876,543. The decrease of 60 per cent from 1914 was due to a falling off of South American exports to Europe on account of difficulties in shipping, most available tonnage being needed for troop and munition transports. Aside from the colonies of British and Dutch Guiana, Venezuela was the only state showing an increase of automobile trade. On account of this gain the country took second position as an importer of American automobiles among South American countries, while Chile showed relative improvement,



Stearns

other materials necessary in agricultural, mining and metallurgical industries. The principle involved is that by purchasing American cars the population of those countries grows familiar with the excellence of one of our important products, and will more easily be interested in any suitable article offered from American makers. Therefore, automobile exports from the United States to South America are of special importance.

During the year of the outbreak of the war our South American exports of motor vehicles and parts and of motorcycles amounted to \$2,159,577. The most striking fact is that 1918 exports were seven times as big as those of 1914, the total last year being \$14,595,700. This net increase of about 600 per cent was realized during four years—a time in which the United States first devoted its chief commercial attention to exports to European belligerents, and then to its own needs as a belligerent. The manufacturing capacity under such circumstances was marvelous.

Shipping Difficulties. Our 1915 exports to South America totaled but two-fifths of the

rising from fourth place in 1914 to third in 1915.

The relative positions of the five leaders among South American states importing finished automobiles, exclusive of parts, for the five years during the war period, are, separately:

1914—Argentina, Brazil, Uruguay, Chile, Venezuela.

1915—Argentina, Chile, Venezuela, Brazil, Uruguay.

1917—Argentina, Chile, Uruguay, Brazil, Venezuela.

1918—Chile, Argentina, Uruguay, Brazil, Peru.

During 1916 South American countries had already succeeded, like those of North America, in adjusting the conditions of production and trade to the requirements of war.

With Argentina prospering on the world's scarcity of food, which was accentuated by the submarine warfare, leading all the other states, Chile rose to second place and Venezuela was pressed back to third position. Chile's rise is, of course, traceable to the growing importance of her saltpetre resources, this material being indispensable in the making of many war materials. Uruguay's in-

dustries likewise flourished on account of war industries and shipping, and that country, hitherto small and unimportant, took its place in the list of the five leaders. South American automobile imports of all kinds from the United States during 1916 totaled \$3,938,241, an increase of 350 per cent over the previous twelve-month.

Exports Increase.

In 1917 the total amount was \$8,501,073, exceeding the 1916 figure by 54 per cent. With Argentina and Chile in the first and second positions for car imports, respectively, Uruguay, changing places with Venezuela rose from fifth to third place. Uruguay's rise is explained by the increase of industry in the "hinterland" in Peru and Paraguay, whence shipments were sent to Europe through the port of Montevideo, increasing general prosperity. The South American center of wealth shifted from the north to the south of the continent, with the mining state gaining chiefly in importance.

Brazil stuck to fourth position, to which it had been forced in 1913 and which it held to the end of the war. This fact is explained by the circumstance that only one of its products—rubber—was a paramount importance to the conduct of the war.

In the last year of the war Chile took first place as an importer of complete automobiles, but its total of cars and parts was below that of Argentina. Uruguay and Brazil retained their respective positions, and the place of Venezuela, fifth position, was assumed by Peru, bearing out what has been said about the importance of mining territories. The total of 1918 exports, \$14,595,700 is 70 per cent higher than that of 1917.

Few Motorcycles.

The exports of motorcycles to South America are still ridiculously small. Compared with automobile sales, they amount to 5 per cent in Chile, close to 2 per cent in Argentina, 5 per cent in Uruguay, 25 per cent in Brazil, and 1 per cent in Peru.

There is no doubt that the South American motorcycle market could be developed by rational effort to a large extent, and that by doing this the way could be opened for many other American products, thus generally increasing our export balance to these countries.

One item of importance emphasized by the figures is the matter of spare parts. It is essential that not only are the vehicles placed with the purchasers, but there should be a stock of repair parts in the more important centers of commerce, so that these vehicles can always be kept in good repair.

With the great commercial nations of Europe unable to devote as much of their energies to exporting as they could and did before the war, the automobile and accessory industries of the United States are now facing a great opportunity in South America for a wide expansion of trade.

RICKENBACHER NOT RECKLESS, BUT THOROUGH

American Ace of Aces Mastered Not Only Flying, but Also the Art of Marksmanship.

In the great masses of troops that fought on French and Belgian soil for four years and three months men of the ranks and their officers lost their identity.

The world war for democracy, in fact, was almost devoid of personalities, so tremendous were the numbers engaged and so strict the military censorship.

Like all rules, however, this has its exceptions, among the most notable being Eddie Rickenbacher, the automobile race driver, who became the ace of all American aces. While his rank was only that of a captain, he will return to this country a national hero.

"We men in the automobile industry have heard more about Rickenbacher's exploits since the armistice was signed than we did while he was terrorizing the Hun in the air," said Secretary Smyth of the Omaha Automobile club.

Called "Reckless."

"There are letters from the members of this squadron, for example," written by fellow aviators who secretly criticized "Rick" for taking unnecessary chances with his life and his plane when he was in train-

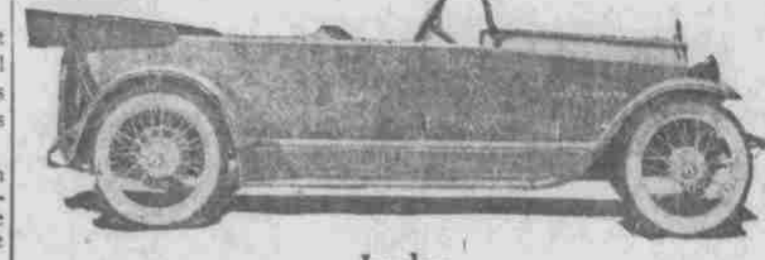
ing for the most hazardous branch of the service.

"They write that after he had mastered the art of flying he turned his attention to his machine gun and mastered that as well. He taught himself to shoot from every conceivable angle and in every position. And he was most satisfied with becoming an expert marksman. He jammed his machine purposely at high altitudes that he might learn to repair it while flying at a speed of 125 miles an hour.

"We were inclined to think that Eddie was overdoing it at the time," one writes, "but we now realize that

the future are not definitely known it is commonly believed that he will be seen at the wheel of a race car on the speedways this season. His mount probably will be an English Sunbeam, motored by a 12-cylinder of the airplane type.

"Eddie was partial to the Sunbeam and its motor before the United States entered the war, going to England in the late fall of 1916 in hopes of securing two or three of these cars for an American campaign in 1917. Now that he has put the 12-cylinder to the most arduous tests—military aviation—he undoubtedly is more enthusiastic than



Jordan

fewer American aviators would have lost their lives in France if they had been as thorough as he.

Adjudged Defective.

"Rickenbacher, we have also learned recently, was twice adjudged as incapacitated for further flying because of defective hearing, following falls with his plane, and ordered home. But the next he got to the United States was Paris and the headquarters of General Pershing, whose car he drove before he was transferred to the air service. On each occasion the commander of the American expeditionary forces ruled that a man of Rickenbacher's gameness, though a trifle deaf, was needed over the firing lines.

"While Rickenbacher's plans for ever over the speed-power, stamina and reliability of the 12."

Storing the Battery.

When it is necessary to lay up the storage battery for some time there are two methods of procedure. The battery may simply be laid away with the electrolyte in it and be recharged at intervals and have distilled water added as needed. This serves very well for a long layup. When the battery is to be out of commission for a longer time it should be taken to the battery station and dry stored. In this method the battery is dismantled and the dried plates are stored until required for reassembling.

Bright Colored Cars to Be Shown by the Victor Motor Firm

The most beautiful car in its class is the opinion motorists acclaim of the Roamer car, handled by the Victor Motor company, 2523 Farnam street.

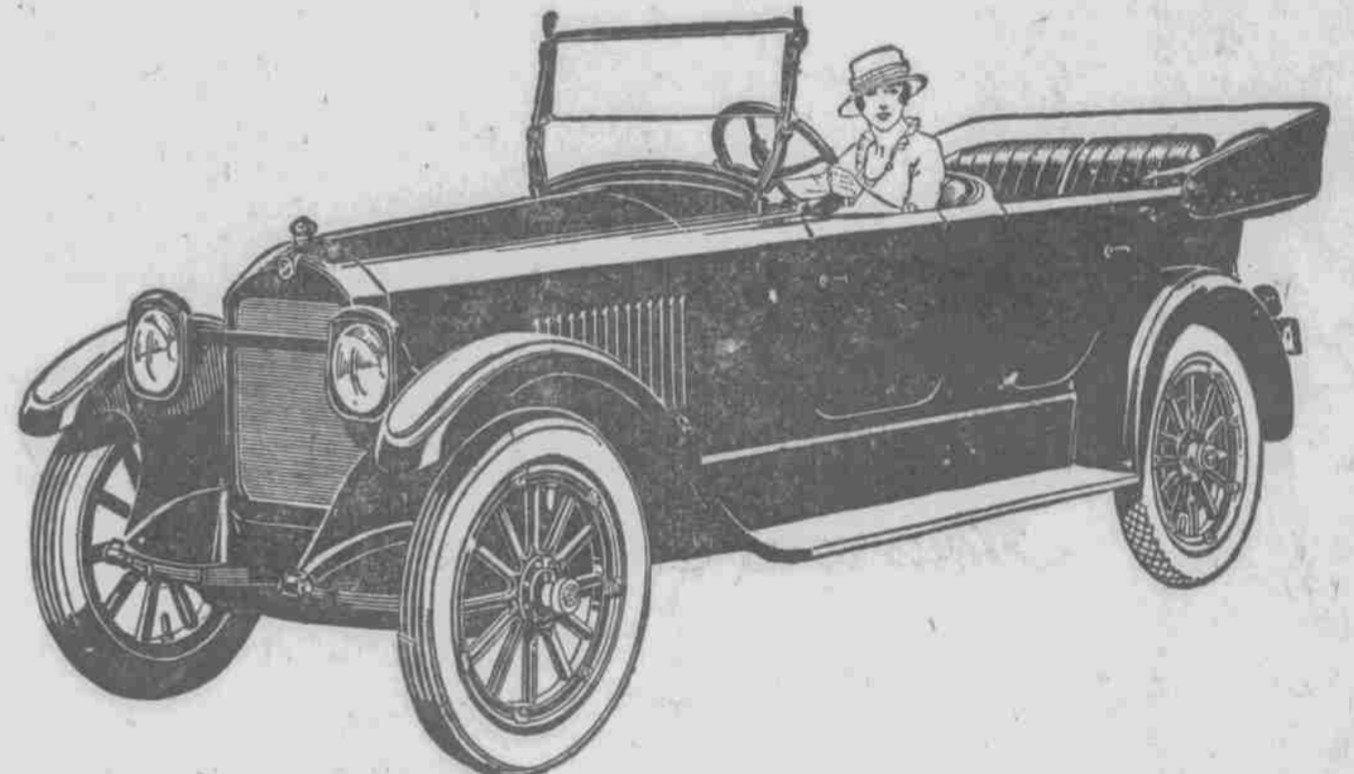
The sporting car, car of cars, beaming light of motordom, and peer of its class are the epithets given to the Roamer, built on lines of durability and beauty. At the listed price of \$2,800, the sturdy demon possesses all the features and latest improvements the automobile world offers for the satisfaction and comfort of the higher class of motorists.

When one chooses a car for speed, he will set his eye upon the Deussenberg motor, singly renowned for power, according to Earl H. Scripps, general manager of the local sales office. Another choice of motors may be made in the selection of a Roamer Continental Six, designed and supervised by mechanical experts of the Roamer factory. Bearing a custom-made aluminum body, enameled with 14 coats of paint and finished in choice colored upholstery, the Roamer has gained the appellation of "Tailor made."

"The car has attracted wide-spread notice, because of its beauty and durability," Mr. Scripps stated. "The demand for them has exceeded the supply in this territory, but the factory sales manager has promised cars aplenty to be delivered as soon as possible."

The Victor Motor company will have two of the bright-colored cars on exhibition in the auto show.

AT THE SHOW



New

Studebaker

CARS

NOW, at the Automobile Show, you have an unusual opportunity of making a comparative analysis of America's leading automobiles.

There the three New Studebaker Cars are conspicuous for their beauty of line and mechanical excellence.

Check them up, point by point, and judge them by comparison with other cars of recognized high quality.

Note carefully each outstanding feature. Study their construction from every angle. Ask questions—know why every owner of a New Studebaker Car is so thoroughly enthusiastic.

The New LIGHT-FOUR is obviously a quality car—probably the lowest priced quality car on the market. Economical to buy and maintain and big enough for the whole family.

The New LIGHT-SIX is unusually attractive in design and remarkable for its completeness of appointments and refinement of finish.

The SEVEN-PASSENGER SIX gives luxury and style at a price well within the means of the conservative investor. Its individuality goes hand-in-hand with excellence of construction and maximum service.

Studebaker quality, dominant for 67 years, is reflected in these new cars. They are the most highly perfected product of Studebaker experience.

You will find the New Studebaker Cars the center of attraction at the Automobile Show.

The LIGHT-FOUR \$1125

The LIGHT-SIX \$1585

The SEVEN-PASSENGER SIX \$1985

L. A. B. Detroit

Beautiful in Design
Thoroughly Modern
Mechanically Right

Cole Aero-EIGHT

DOUBLE THE RANGE OF PERFORMANCE
HALF THE COST OF OPERATION

Eight Exclusive Body Styles

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1414 Locust St., Des Moines, Iowa.

Traynor Automobile Co.

Retail Distributors.

2210 Farnam St. Phone Doug. 5268

COLE MOTOR CAR COMPANY, INDIANAPOLIS, U.S.A.

Bonney-Yager Auto Co.

2556 Farnam St., Omaha, Neb.

Phone Harney 676.

Space No. 13.