

GASOLINE STILL SUPREME

Cash Prize Fails to Develop Successful Substitute in England.

ALCOHOL MAY AFFORD RELIEF

If Denatured, Alcohol Might Be Acceptable, but Its Use Would Involve Radical Changes in Motor Design.

Gasoline seems likely to remain pre-eminent as a motor fuel, much to the disappointment of automobile users, and especially those of foreign countries, where the price of the commodity has risen to such heights that many motorists find themselves compelled to cut down on their mileage in order to indulge at all in the use of the car.

Some months ago the Society of Motor Manufacturers and Trades of Great Britain offered a cash prize of \$10,000 to induce experiments which might disclose a less costly fuel than gasoline, to be produced entirely from materials available in that country and in such quantities as to constitute a national supply.

It is now announced that no one has succeeded in winning the prize, although thirty-seven entries were received from eight different countries. Detailed study of the communications has failed to afford ground for making even a partial award, although it is said that many of the suggestions were of a most interesting nature and possibly susceptible of development toward the desired end. Processes which were known prior to May 1 of last year were ruled out of the competition.

Look for Relief.

Following the surprise and disappointment caused by the announcement English motorists are now looking for relief in the direction of denatured alcohol, which, it is said, can be produced in almost any amount. It has been suggested that the some society or some other public spirited organization offer a substantial prize for the production of an alcohol motor of stated efficiency.

It is realized that the motor industry all over the world is based on the existing type of engine, and it is not expected that the manufacturers will go to the expense and trouble of developing a new type motor, the general adoption of which would mean for them only the scrapping of their present production machinery. Commenting on the possibilities of alcohol and the alcohol-consuming motor, "The Field," of London, has this to say:

Alcohol Costs More.

"We do not know how long it will take to bring the alcohol engine into commercial and economic rivalry with the present type. We do not know even if that result is possible. We do not actually know whether alcohol can be produced to sell at one shilling a gallon for fuel. We do not know how the situation presented by the existing excise laws can be turned. The whole position is wrapped in a doubt in which considerable delay in securing any success is about the only thing certain.

"Should it be impossible to design an alcohol engine equally efficient with the existing type (nobody appears ready to

affirm that it can excel it), should it not be possible to market alcohol at one shilling a gallon, the future of the development becomes definitely delayed until such time as the cost of petrol (gasoline) will have grown so high that the less efficient substitute will be a matter of Hobson's choice.

"It must occur to any thinking motorist that here is a field for research at once attractive and remunerative, whatever the results attained. It is one which no capitalist would venture upon as a commercial speculation, for the simple reason that he could not hope to secure any return of his capital.

"It is difficult enough commercially to establish a radical variation of current practice, but to upturn an industry and to secure a revolution in the production and sale of alcohol are more than the task of one man's life. This research can only be contrived by the munificence of motoring philanthropists."

Reo Truck Performs Feat by Moving Big Vat Without Trouble

"A pickle in a vinegar vat is a real dainty; but a vinegar vat in a pickle is a bird of another color," says a sober Irishman who is a big man in one of the large eastern firms that manufacture table relishes.

"Let me explain: We had to move a several-hundred gallon vat over to a new plant. The weight was in the immediate neighborhood of three tons. A quarry wagon with a couple of teams could have turned the trick; but then we would have had to build a special rack. So we decided to transport the vat with a housemover's apparatus on rollers. We even started out in that fashion, but it was late in the afternoon when we began operations, so we left the vat in the road over night, with red lanterns hung out.

"During the night, some Johnny-on-the-spot salesman evidently got busy, for when I passed an eye over the operation next morning, I saw a newspaper page advertisement pasted on the vat. And a big blue pencil mark had been made around the motto which served as a heading—'You Can Do It With a Reo.' 'Hum—I thought. Maybe so; maybe

so. But I bet they can't. It won't take long to find out.

"We found out. The local salesroom sent a two-ton, so-called; they go busy with jacks, backed the truck underneath, let down the three-ton vat and drove away without a sign of a fuss.

Motorcycle Makes Run on Little Gas

The Lincoln Motorcycle club held an economy contest that furnished striking evidence of the wonderful mileage possibilities of the efficient motor cycle of today.

The test was somewhat unique in that each rider was compelled to empty

his gasoline tank; was then supplied with a quart of gasoline; and told to ride just as far as he could.

In the two-ringer class J. Gombel on a Yale Twin covered the most ground, reeling off twenty-two miles before his precious quart was exhausted.

Auto Truck Usurps Place of the Horse

Official and authentic figures from Chicago throw an illuminating light on the increase of motor trucks and delivery wagons as compared with the increase of passenger cars and the decrease of horse-drawn vehicles.

A statement compiled by the city collectors shows the number of all kinds of


Paige Company Adds Racing Car to Line

A notable addition to the Paige line is the semi-racing roadster designated the Speedway. Instead of presenting itself without top or windshield, with little comfort and with only power and speed, as is usual with this type of car, the Speedway has top and windshield, low doors, and seat upholstery more than ample for comfort. And none of these features detract from its greyhound lines.

The top is easily and quickly detached if desired; the windshield is adjustable to several different positions; wire wheels, with one spare, are regular; the thirty-five-gallon gasoline tank is mounted on the flat rear deck, the radiator is of the bull-nose type.

BUICK CHASSIS SHIPPED TO MANY FOREIGN CLIMES

On the steamship Minnetonka which sailed from New York December 27, were eighty-one Buick chassis and eight completed cars, for the General Motors (Europe) Limited. This is one of the largest single shipments of automobiles ever made from New York direct to London.



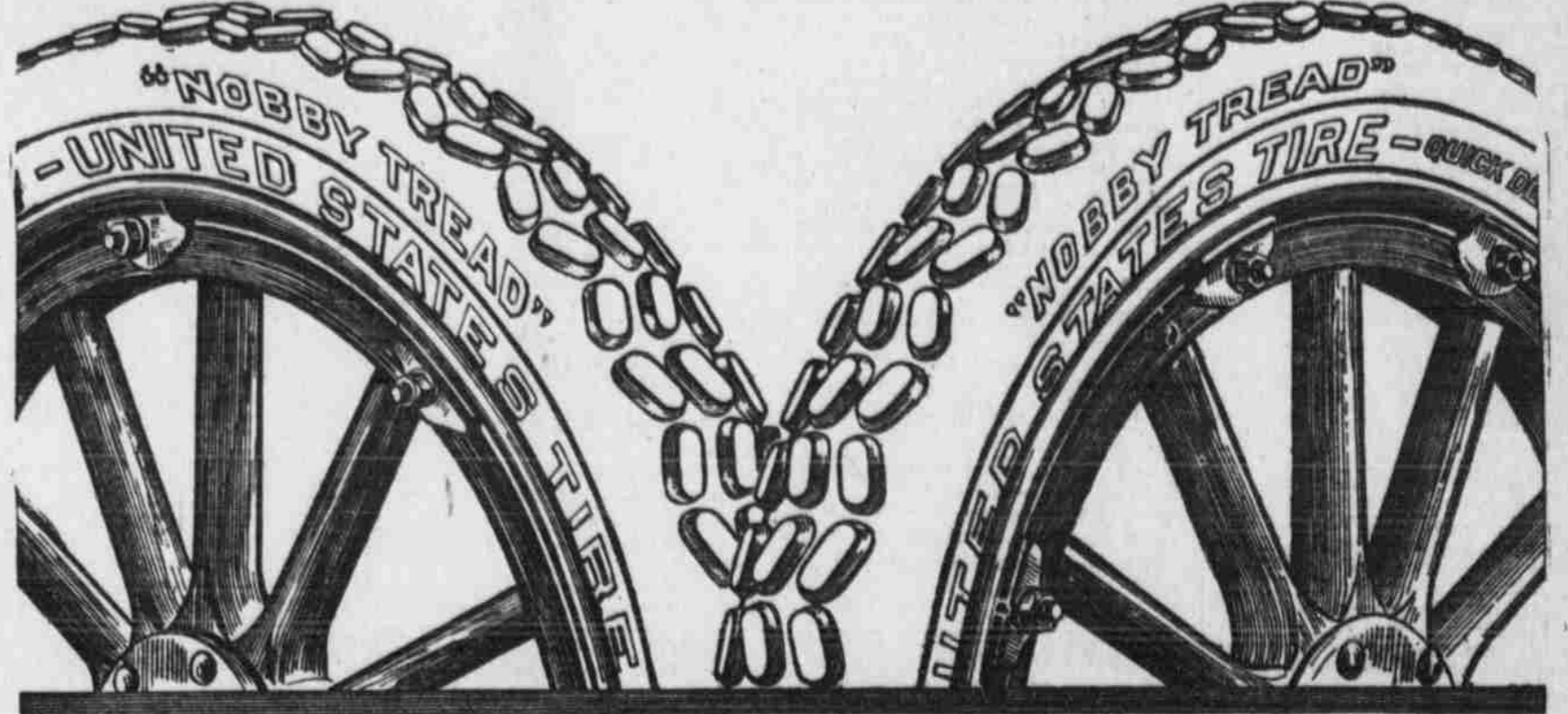
Oakland
THE CAR WITH A CONSCIENCE

YOU, who buy a motor car with your eyes wide open, should see immediately the new Oakland Light-Six.

It is the largest automobile ever sold for the money and it is just as good as it is big—that's the wonderful thing about it. It has both quality and size. \$1,785.

Other fours and sixes in a wide range of body designs. \$1,150 to \$2,600, f. o. b. factory.

For sale in Omaha by
McIntyre Auto Company
2203 Farnam St.
Linger Implement Co.
GENERAL DISTRIBUTORS
OMAHA



- To all Owners of Private Automobiles—
- To all Fire Departments—
- To all Express Companies—
- To all Taxicab Companies—
- To all Hospital Ambulance Drivers—
- To all Police Patrol Wagon Operators—
- To all Department Store Traffic Managers—

To all Users of

"Nobby Tread" Tires

We wish to notify you that now every "Nobby Tread" Tire in use on your automobiles or automobile equipments not only comes under our regular warranty—perfect workmanship and material—BUT any adjustments will be on a basis of

5,000 Miles

The unusual wear-resisting quality—the quantity of rubber—the quantity of fabric—the methods of construction—all have been rigidly maintained in "Nobby Tread" anti-skid Tires, and maintained regardless of cost and regardless of price competition.

Today through sheer merit alone, "Nobby Tread" Tires are the largest selling high-grade anti-skid tires in the world.

"Nobby Tread" Tires are REAL anti-skid tires.

United States Tire Company

NOTE THIS:—Dealers who sell UNITED STATES TIRES sell the best of everything.

LOCAL DISTRIBUTORS

OMAHA RUBBER CO.,

1608 Harney Street, Omaha, Nebraska
Branch United Rubber Company.



Mitchell Little Six, \$1,895.00

Eighty Years of Faithful Service to the American Public

The MITCHELL-LEWIS MOTOR COMPANY has the enviable record of eighty years of faithful service to the American public. Bear this fact in mind when you get ready to buy a car, for it operates as insurance of quality.

No thoughtful business man ever buys a commodity or a luxury or a necessity without looking into the character of the men who make it. This rule of trade is more imperative in the purchase of an automobile than almost anything else you can name.

Eighty years of faithful service is an asset of no uncertain value. This company held the respect of the early settlers of the western country because of absolutely honest merchandise in the shape of farm wagons. It established its standing before automobiles were known. When it embarked in the automobile business, it clung to the policy that made its farm wagon business famous. And its automobiles are famous for the same satisfying reason.

You've got something behind you when you buy. Our standing and prestige constitute a bulkward of safety. Add to this a remarkably fine character of the Mitchell Models and your purchase is as solid as the Rock of Gibraltar. Ask any farmer in America what he thinks of the Mitchell-Lewis Motor Company. Their reputation and reliability are precisely the same.

THE MITCHELL MODELS FOR 1914:

- The Mitchell Little Six—fifty horse-power—132-inch wheel base—36x4 1/2-inch tires—two or five-passenger capacity \$1,895
- The Mitchell Big Six—sixty horse-power—144-inch wheel base—37x5-inch tires—seven-passenger capacity \$2,550
- The Mitchell Four—forty horse-power—four cylinders—126-inch wheel base—36x4 1/2-inch tires—two or five-passenger capacity \$1,595

Equipment of all the Mitchell Models included in the List Prices Here Given:
Electric self-starter and generator—electric horn—electric magnetic exploring lamp—speedometer—mohair top and dust cover—Tungsten valves—jiffy quick-action side curtains—quick-action two-piece rain vision wind-shield—demountable rims with one extra—double extra carriers—Bair bow holders—license plate bracket—pump, jack and complete set of tools. All F. O. B. Racine.

Mitchell-Lewis Motor Co.
Racine, Wis., U.S.A.

Eighty Years of Faithful Service to the American Public

Mitchell Motor Company

2050 FARNAM ST. SPACE 31 ON STAGE OMAHA, NEB.