

## AUTOISTS MUST AVOID WASTE OF GAS DURING WAR

Motorists Believe It Wise to Conserve Fuel and to Get Greater Mileage Out of Their Machines.

Believing automobilists can do their part in the present crisis by avoiding waste in gasoline, although having no fear of any fuel famine, the leaders in the automobile industry have begun a campaign to encourage wise economy in the use of gasoline as a partial check against a rise in price.

Many big oil refiners disagree with the statement of President Bedford, of the Standard Oil company, that a gasoline shortage is threatened, and with increased production of crude oil, the quantity of gasoline used by airplanes and other war equipment is not expected to materially change the present situation. The gasoline for 23,000 airplanes the government will build in the next twelve months is of no great importance compared with the gasoline required for the four million automobiles in use and with the increased oil supply.

On the other hand, Alfred Reeves, general manager of the National Automobile Chamber of Commerce, says the industry is responding to Mr. Bedford's request for economy, and a campaign for the wise use of fuel oils among other industries and trades, as well as among motorists, is now under way, with good results certain.

"Automobilists are keen to help the government," said Mr. Reeves, "and are co-operating to avoid waste of fuel. People must use cars and more than 40 per cent of our four million cars are used strictly for business purposes, with a big percentage of the balance of passenger cars used in some degree for utility purposes. It is very hard to draw the line where utility with an automobile ends and so-called pleasure riding begins. President Wilson's form of relaxation from government cares is an automobile ride every afternoon—a necessity for his continued good health."

"The position of Mr. Bedford in the oil industry is such that we must heed his warning even though other oil men may not agree with his viewpoint. We of the motor industry will co-operate with Mr. Bedford and the government in avoiding waste of gasoline by encouraging care among allied trades, as well as among ga-

rages and motor users. Many other things will contribute to aid in this movement, such as increased mileage from automobiles for each gallon used, more gasoline extracted from the same amount of crude oil and processes for utilizing kerosene and alcohol."

### Continual Price Upsets Looked for in Autos

"Never before in the history of the automobile industry have there been so many price changes," said George M. Dickson, president of the National Motor Car and Vehicle corporation. "With material prices changing over night, and with the cost of labor constantly going up and greatly upsetting well-defined plans, many motor car builders have been compelled to readjust their prices. It is safe to predict that prices will be unsettled and have a decided upward tendency just as long as the present material and labor situation exists."

"There have been so many price changes in the last few months that we find some motorists who are rather confused as to just what price class each car belongs to. So far as National is concerned, we hope to continue to sell the large seven-passenger National Highway Six at \$1,995, for, judging from the large number of orders we have received during the last month, buyers are quick to appreciate that a National at its present price is in a very enviable position in the automobile industry. The National factory, however, will be governed by the material market and labor conditions, as a long established policy would not permit reducing the quality, nor the least change in the strict methods of inspection."

### Michigan Band to Give Several Concerts Here

The Republic Motor Truck company band of Alma, Mich., which is to give some choice selections at Ak-Sar-Ben den Monday night during the initiation and show, is scheduled to give free concerts in Omaha Monday forenoon and Tuesday. At 10:30 Monday they are to play at commission row. Eleventh and Howard streets. From 12 to 1:30 Monday they are to play at the court house grounds. Tuesday from 12 to 1:20 they will play at the Commercial club rooms. From 7:30 to 9:30 Tuesday evening they will again play at the court house grounds.

"The advent of this band will furnish an added feature of considerable interest for the den Monday night."

The boys of the Sixth Nebraska regiment are to be at the den Monday night, together with the 120 men of the Omaha ambulance company. Missouri Valley, Tekamah and Washington county boosters are to come in by train and by automobile to go through the tortures of Samson's secret chamber.

## Allen Agent Goes Right Ahead Though All Are Against Him

Even the combined efforts of the city attorney, chief of police and a temperature of 106 degrees above zero failed to prevent E. S. Babcock from advertising Allen motor cars in Fargo, S. D., during Interstate fair week.

This is how Mr. Babcock, who is sales manager of the Allen Auto company in Fargo, explains the matter in a letter to the factory:

"You might be interested to know that the Interstate fair at Fargo is over, having closed on last Saturday. The auto dealers of Fargo put up a large tent on the fair grounds and consolidated their show. As I was absent from the city at the time this arrangement was made, we were not invited to participate."

"The fair grounds are located north of the city and are reached by the principal business street of the city, Broadway. We hired a truck twenty feet long, placed an Allen car on it, and fastened signs to each side. We had this truck parade all day on Broadway, going to the city limits and turning through the business part of the town."

### Auto Tires Sold at \$500 Apiece in Sweden

American motorists should take sweet satisfaction now that their country is involved in war, in the fact that the largest automobile tire factories in the world are located within the confines of the United States, according to Count Richard Hamilton, representing A. V. Holm of Stockholm, who looks after the Peerless business in Sweden.

The count was at the Peerless factory in Cleveland the other day and he said that about the most distressing feature of the motor car business in Sweden is the rubber tire shortage.

"A friend of mine," said the count, "learned of a couple of rear tires for sale, just outside of Stockholm. He hurriedly bought them, at an exorbitant price, and started home, carrying the tires on his arm. He guarded them as a bank messenger guards the money placed in his care. He had not proceeded on his way far, however, before several persons were at his heels with offers to buy the tires. The highest bid was made when a man offered him the equivalent of \$500 in cash in American money for each of the tires. Even at that price the offer was not accepted."

"You Americans can thank your stars that you are in no danger of facing a rubber shortage. You have the factories here, therefore you will get the tires."

Persistent Advertising Is the Road to Success.

## WESTERN ROADS ARE PLANTED TO GRAIN

Saxon Trail Blazer Forced to Make Long Detours Because of Wheat on the Track.

"Saxon trail blazer, the Saxon roadster which is touring the boundaries of the United States and marking the way for a national boundary highway, is now going eastward along the edge of the Great Lakes and will follow the Canadian boundary around the tip of Maine and thence down the Atlantic seaboard to Washington, D. C., where the start of the trip was made on inauguration day last March," asserts W. L. Killy of the Noyes-Killy Motor company.

"It passed through Detroit last week. In the five months that have elapsed since the car started on its

long journey it has traveled over every kind of a roadway and through some of the worst weather conditions that could be encountered.

"To date the speedometer registers 10,762 miles and this has been made with but few adjustments to the car. Since leaving Los Angeles the journey has been made on a single set of tires and this distance of 4,732 miles has been made with only three punctures."

"A. W. Schlach, the driver of the car on its border journey, reports that he has yet to find a road which is impassable to the Saxon roadster. During the first stages of the trip, through the mud roads of the south, there were days when the distance driven was not large, but at no time was the car stopped by road conditions."

"Since leaving Helena, Mont., the car has found fairly good roads, although in some parts of the wheat belt long detours were necessary due to the fact that the roadway, which lies across the prairies, has been plowed up for wheat planting. All through this section, says Schlach, the farmers are intensifying their production this year and the northern

trail, which is along the boundary line, has been obliterated by the wheat growers, who are utilizing every available space."

## Tire and Rubber Company To Open Plant in Omaha

The Nebraska Tire and Rubber company is the name of a new organization which proposes to begin the manufacture of rubber tires and inner tubes in Omaha within six months, if their present plans carry through successfully. This company has been organized by Mr. E. G. Wolfe, formerly of the Hawkeye Tire company of Des Moines, Ia. The officers are C. E. Niswonger, president; G. C. Pieronnet, vice president; W. A. Graham, secretary-treasurer. The directors are C. E. Niswonger, G. C. Pieronnet, W. A. Graham, Irving F. Baxter, G. W. Toman and E. G. Wolfe.

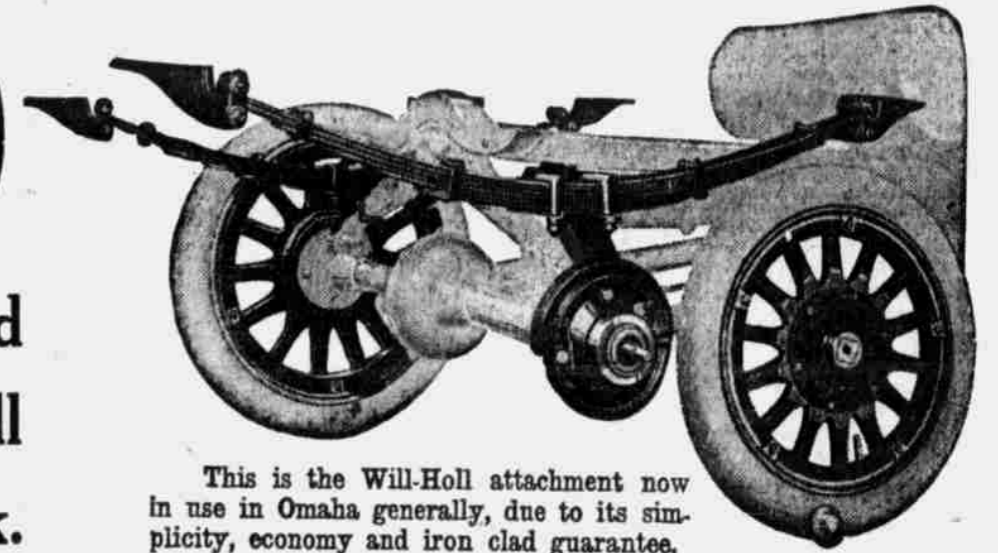
The company has taken an option on a large and conveniently located building and they hope to close the purchase within a few weeks.

Bee Want Ads Produce Results.

# -it leads all of the truck makers today

Demonstrations of the last month of the Will-Holl Truck Maker have proven beyond question, that it fills the demand in every way for the light one-ton truck. Up until the Will-Holl made its appearance in the market, the truck makers were heavy and cumbersome and expensive. They required a mechanic to install them. It was necessary to dismantle and change altogether the Ford Chassis in order to convert the small car into a ton truck. For this service the truck makers, up until the Will-Holl was discovered, made the price of over \$300 for their attachment. The Will-Holl is a new principle. It establishes a new record in truck making. It may be attached to a Ford by anyone, without expensive installation. It is not necessary to drill a hole in the Ford Chassis in order with the Will-Holl attachment to convert it into a full one-ton truck. The cost of the Will-Holl is \$160 against \$350 charged for the old-time truck makers. The Will-Holl attachment used on the Ford or any small car, shifts the load from the small Ford axle to the strong, durable Will-Holl wheels and the Ford small axle is converted into a full floating rear axle which gives it more strength. The invention of the Will-Holl simplifies truck making and places within reach of every merchant, dairyman, farmer, truck grower and every business man where delivery is an item, the most inexpensive, most durable simplified forms of truck that has ever been offered to the public. We are selling these trucks as fast as we can get them. We can arrange with every purchaser to supply the type of body required right here in Omaha at nominal cost. An investigation of the Will-Holl and a practical demonstration of its usefulness is all the wide-awake business man requires to improve their delivery service. Remember the Will-Holl is sold on an iron clad guarantee. Call us up and let us make a demonstration.

**\$160**  
and your Ford makes a full one ton truck.



This is the Will-Holl attachment now in use in Omaha generally, due to its simplicity, economy and iron clad guarantee.

### Some of Will-Holl's Strong Points

- Inexpensive installation.
- Load transferred from Ford axle to Will-Holl wheels.
- Not a single hole drilled to convert a Ford into a one-ton Will-Holl truck.
- Light Ford axle made full floating.
- Positively does not burn out motor, as some other attachments do.
- Much greater loading capacity.

Open Territory for Live Dealers

**WILL-HOLL TRUCK CO.**

R. W. Coad, President  
2059 Farnam St., Omaha  
Phone Douglas 4446

# Allen \$895

Buy an Allen Now

As dealers we are in close touch with the trend of automobile prices.

It is our sincere opinion that present buyers will profit by saving the amount of increases which seem inevitable.

Many cars have already advanced prices.

It is noteworthy that the price of a car of such bountiful worth as the Allen has remained until now at \$895— for touring and roadster models.

Our allotment of Allen cars to sell at present prices may last a week or a month. It may last only a few days.

The present is a brief opportunity for your money to secure super purchasing power.

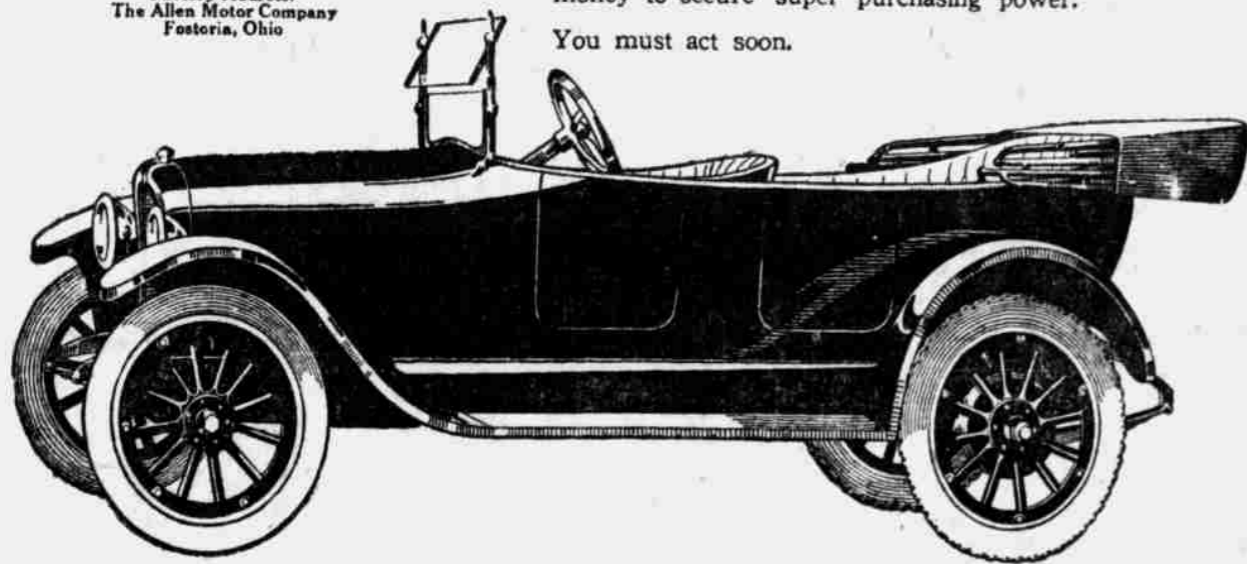
You must act soon.



Five-passenger touring car, four-passenger roadster, \$895

Open Sedan, \$1195  
f. o. b. Fostoria, Ohio

Factory Address:  
The Allen Motor Company  
Fostoria, Ohio



**Standard Motor Car Co.**

Factory Distributor  
**CARL CHANGSTROM, Prop.**

2020 Farnam Street. Omaha, Neb.

Dealers: Wire or write for our proposition