

SAVE GASOLINE CAMPAIGN BUILT ON PATRIOTISM

Automobile Organizations Call
on Motor Car Makers, Gar-
ages and Users to Lend
Their Aid.

To guarantee ample fuel for army and navy needs and for the legitimate requirements of motor car users, the national automobile organizations have begun their "Save Gasoline" campaign among garages, dealers and owners.

Co-operating in the movement are the National Automobile Chamber of Commerce, Society of Automotive Engineers, Motor and Accessory Manufacturers and the American Automobile association, with its membership of clubs and individual owners.

In his announcement, Van H. Manning, director of the Bureau of Mines, says it is estimated the United States will need 350,000,000 gallons of gasoline for airplanes, trucks, tractors, etc. He says:

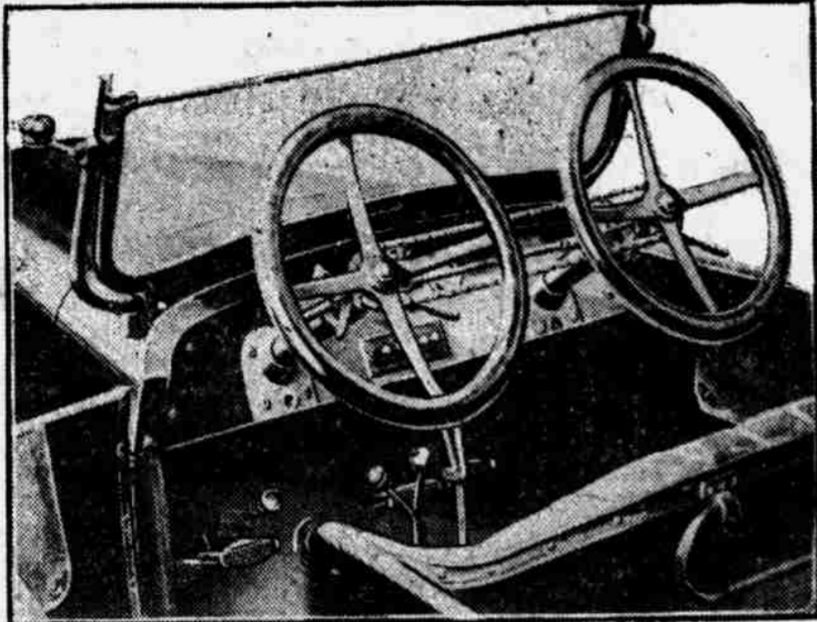
"Automobile owners need not lay up cars, but should use them either for trade or pleasure purposes thoughtfully and judiciously. If this advice is followed, there will be no undue scarcity for the United States possesses an abundant supply for ordinary purposes."

No Need of Drastic Action.

In the opinion of Chester Naramore, chief, and John H. Wiggins, of the petroleum division of the Bureau of Mines, and of many oil producers and refiners, the gasoline situation, while it must be viewed seriously, is not such as to indicate probable need for drastic action by the government or the suspension of the customary useful operation of passenger automobiles, yet it is the patriotic and unselfish duty of owners to use gasoline with utmost economy. It is not a question of saving money spent for gasoline or of saving gasoline to prevent an increase in price, but of conserving the fuel itself so there will be ample for war needs.

The situation in this country is not like that of England because England is entirely dependent upon imports for its gasoline supply, whereas the United States is a large producing country and exports great quantities of oil and gasoline. During the fiscal year ended June 30, 1917, the United States exported 425,703,130

Car Made for Two Drivers Avoids Danger in Teaching the Beginner



Now, why didn't somebody think of this before? It is clever, sensible and perhaps the basis of a good law for the motor part of the statutes. This Briscoe car has two steering wheels, two sets of foot pedals, two accelerators, two everything that comes into play in driving a car, even two push buttons for the horn. The wheels are connected by an endless chain and the clutch pedals and brakes operate on one shaft, so that either person in the front seat may have complete mastery over the car. Here's the idea. The Briscoe people hit upon the idea of building this "Twin Controlled" car for instruction purposes for their

dealers in the recent Red Cross campaign, at which time the Briscoe engineers "did their bit" by building the first "Twin Controlled" Briscoe, in order that the fair student of the Red Cross, who hoped to have the opportunity to do ambulance work at the front, might be taught in the shortest possible time and without the usual nervous strain common to beginners. With the operating parts all doubled and interconnected, the teacher has perfect control of the car at all times and can assume command immediately if danger is ahead. Did anybody ever hear of this being done before?

gallons of gasoline and naphtha, as compared with 294,779,809 gallons in the previous fiscal year. Its exports of crude, illuminating, lubricating and fuel oils, residuum and other mineral oils increased from 2,148,668,174 gallons in the twelve months ended June 30, 1916, to 2,323,735,304 gallons during the last fiscal year.

Half Used for Autos.

Of the 2,500,000,000 gallons of gasoline refined in this country last year, about one-half were used in the 3,500,000 motor vehicles in use. Even if only a 10 per cent saving is effected by automobilists, this will amount to more than 125,000,000 gallons in the next twelve months. Such a saving is easy to accomplish, according to the National Automobile Chamber of Commerce, without entailing hardship on anyone and with actual benefit to car users aside from the saving in fuel and the cost thereof. By more careful adjustment of carburetors,

cleaning of cylinders, tightening of piston rings, etc., the cars will run better, develop more power and generally give more satisfaction.

Call on All to Help.

The National Automobile Chamber of Commerce is calling upon all manufacturers in the country and upon about 27,000 dealers, 24,000 garages and 13,000 repair shops to help in the movement to save gasoline. It is passing a placard to be hung on the walls of service stations, garages and supply stations urging users to economize in the consumption of gasoline, in the following ways:

1. Do not use gasoline for washing or cleaning—use kerosene to cut the grease.
2. Do not spill gasoline or let drip when filling—it is dangerous and wasteful.
3. Do not expose gasoline to air—it evaporates rapidly and is dangerous.
4. Do not allow engine to run when

car is standing. Cars are fitted with self-starters and it is good for the battery to be used frequently.

5. Have carburetors adjusted to use leanest mixture possible—a lean mixture avoids carbon deposit.

6. See that piston rings fit tight and cylinders hold compression well. Leakage of compression causes loss.

7. Stop all gasoline leakage. Form the habit of shutting off gasoline at the tank or feed pipe.

8. See that all bearings run freely and are well lubricated—friction consumes power and wastes gas.

9. Protect the radiator in cold weather—a cold engine is hard to start and is short in power.

10. Keep tires fully inflated—soft tires consume power.

11. Do not drive at excessive speed. Power consumption increases at a faster rate than speed. Every car has a definite speed at which it operates with maximum fuel economy.

12. Change gears rather than climb hills with wide open throttle—it saves car and gas.

13. Do not use cars needlessly or

aimlessly. By exercise of forethought a number of errands can be combined so that one trip to town or elsewhere will do as well as two.

14. Reduce the amount of riding for mere pleasure by shortening such trips or cutting down their frequency.

Plenty for All Needs.

The government is not contemplating any drastic action to compel car users to give up riding for pleasure or recreation and if there is a general and concerted effort to save gasoline, it is believed there will be ample to meet all reasonable requirements.

The National Automobile Chamber of Commerce will try to induce other industries using gasoline to economize. Cleaning establishments will be urged to filter their gasoline and use it over and over.

Use of gasoline stoves and gasoline lighting has decreased in recent years.

Congress will be urged to modify regulations surrounding the manufacture of industrial alcohol so that distilleries which are prohibited by the new food law from manufacturing

whisky can produce alcohol from things other than cereals to sell cheaply in competition with gasoline for fuel purposes. Farmers can produce it from waste products.

New oil fields, new refining processes and a persistent campaign of economy are expected to help the fuel situation to the benefit of the government and all other users.

Auto Truck Makes Great

Showing on Long Trip

After 4,288 miles over the worst roads in the country a Packard 1½-ton truck is back in Detroit doing its daily bit in the service of the United States Tire company.

The truck was bought by the tire company and handed over to Lieutenant J. W. O'Mahoney, who saw a great deal of Packard truck service on the border. He had orders to travel to Mexico and back on pneumatic tires. For the first fifteen days out of De-

troit it rained torrents. From Terre Haute to St. Louis the truck was forced to plough through 100 miles of mud a foot or more deep. After the mud came 243 miles of rocky roads through the Ozarks. Then the hot, blistering sands of the Texas deserts. Yet, despite all the difficulties encountered, the truck made San Antonio without breaking a vital part. The truck averaged fifty-seven miles a day on the way down and ninety-eight miles daily on the return journey, due to the improved road conditions.

Going south the truck carried a load of 2½ tons, but on the way home carried only a capacity load. On the return journey the truck averaged 8.50 miles to the gallon of gasoline. In the Texas deserts its lowest gasoline mileage was 5.36 and its best 8.58 miles to the gallon. On a fine road from Bowling Green, Ky., to Louisville it made a record of 11.7 miles to the gallon.

Persistent Advertising Is the Road to Success.

Only **SIX** days
more in which
to buy a

Studebaker

car at the old prices.

SEPTEMBER 15th

at the close of business, the prices of Studebaker cars will increase—

The **FOUR** touring car will increase from **\$985** to **\$1050**

The **SIX** touring car will increase from **\$1250** to **\$1385**

Large purchases and long term contracts for raw materials made a year ago enable Studebaker to delay this advance in prices long after all other manufacturers of cars in Studebaker's class have made an increase.

Order your Studebaker car **NOW**
—and save money

Four-Cylinder Models

	Present Prices	Prices Sept. 15
Roadster	\$ 985	\$1025
Touring Car	985	1050
Every-Weather Car	1185	1250

All prices f. o. b. Detroit

STUDEBAKER-WILSON, Inc.

Farnam Street and 25th Avenue.
OMAHA, NEB.

Commercial car prices will also advance.

Six-Cylinder Models

	Present Prices	Prices Sept. 15
Roadster	\$1250	\$1335
Touring Car	1250	1385
Touring Sedan	1700	1850
Coupe	1750	1850
Limousine	2600	2750

All prices f. o. b. Detroit

The Hudson Super-Six As It Is Affected By New Prices Suppose We Look at it This Way—

You are offered your choice of a great variety of automobiles.

All you are asked to pay for the car of your choice is the difference between what the car sells for and the price of a Hudson Super-Six.

Here are cars which sell at \$1500 to \$1600. Until recently they were priced at between \$1200 and \$1400.

But now they sell for more because recent increases in material costs has forced selling prices up to their present levels. So the only difference you must pay for a Hudson Super-Six is less than \$100.

Could you, under such circumstances, give even a second thought to such a car? Wouldn't you be like the more than forty thousand who have already bought Super-Sixes? Hudson was their first choice.

Or let us suppose you already own one of those cars that has recently advanced its prices. And to emphasize the point, suppose before you had even taken delivery of the car someone offered you a brand new Hudson Super-Six for your car if you would give him not more than \$100 to boot. There wouldn't be any hesitancy on your part in that case, now would there?

That is the situation as it stands today. The other cars have had to advance their prices so much that it has entirely readjusted the basis of values as they were known only a few weeks ago. It has brought former cheaper cars up to about the Hudson price. It

has advanced higher-priced cars than the Hudson so much that the difference between them is now \$500 to \$1000 greater. So far 51 makes have been advanced in price. The advances range from \$100 to \$700 according to make and model.

The Hudson has so far escaped the necessity of advancing its price. That is due to a fortunate turn in affairs which finds the Hudson factory supplied with a quantity of parts that were bought last year before material prices had shot up to their present unequalled heights. The other companies exhausted their supplies in the spring and had to enter the market when it was at its highest.

The Hudson prices can't stand long. Soon they, too, must advance. But the situation it offers is unique. It is a great opportunity for those who take advantage of it.

You must already know a lot about the Hudson Super-Six. There are so many in use that wherever you go you will meet Super-Six owners. Ask them if you want to know what kind of a car it is. You will find it is the car which everyone admits is the greatest performer. It is the one that has full rights on the road if its driver cares to exercise those rights. You will find it is the car that meets every abuse that the hardest driver gives it and still it seems never to be out of condition.

Such is the kind of a car you can get at prices which were established last year if you will buy now.

GUY L. SMITH

Phone Douglas 1970. "SERVICE FIRST" 2563-65-67 Farnam St.

