



MOTOR TRUCKS TO BETTER THE ROADS

United States Awakening to the Need of Improved Highways to Handle Traffic.

One of the most important resolutions ever adopted by any body of business men, asserts J. M. Opper of the Jones-Opper company, Denby truck distributors, is the one recently adopted by the Chamber of Commerce of the United States in Atlantic City a few weeks ago, which called for the improvement of the nation's highways in order to develop transportation facilities for use of motor trucks.

Most roads in the popular sections readily permit the safe and speedy passage of heavily loaded trucks traveling between the various cities. It causes no comment today to see fleets of motor trucks make regular hauls between Akron, O., and Boston, Mass., or between New York, Baltimore, Washington and Philadelphia. Besides long hauls, the motor truck is so engaged in the important work of relieving freight congestion by leaving railroad terminals and tracks, and it is surprising to many business men to learn that motor trucks in various sections are being operated on regular schedule, and, in many cases, are making better time than the railroads.

One concern, which started with one truck as a tryout, has now developed a business to a point where it has become an important factor in projecting transportation from its eastern cotton mills to its main plant at Akron, O., and it is claimed that, by the use of pneumatic tires on heavily loaded trucks, it is able to obtain great speed.

Cartage and transfer companies realize that they must now motorize and increase their equipment immediately if they are alive to the opportunities offered them by using motor trucks, because in no other business is the question of speed and service most important factor.

The American, Adams, Southern and Wells-Fargo Express companies have notified their patrons in all parts of the country of their inability to give prompt service on account of loop movements, etc. This has forced various transportation companies in certain sections to place an embargo on freight and express matter.

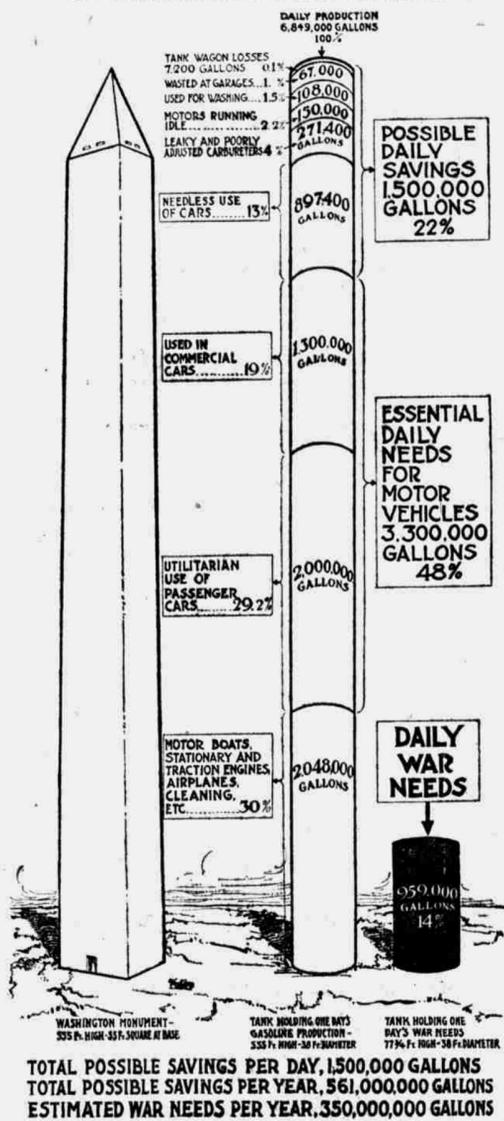
Cole Eight Again Wins Mount Diablo Hill Climb

For the second successive time a Cole Eight stock car has carried off the high gear trophy, which goes to the winner of the Mount Diablo hill climbing contest, held each year at Oakland, Cal. The Cole Eight finished 77 feet farther up the tortuous mountain climb than any other stock car competing, outdistancing a field which included Cadillac Eight, Stearns Eight, King Eight, Haynes Twelve and Kissel twelve.

The Mount Diablo hill climb is regarded as one of the blue ribbon events of the year on the Pacific coast and as such serves to attract thousands of motor enthusiasts to Oakland. This year the event was held on

Bureau of Mines Shows How Auto Owners Can Do Their Bit to Help Win the War

HOW WASTAGE OF 561,000,000 GALLONS OF GASOLINE YEARLY CAN BE AVOIDED



According to Alfred Reeves, general manager of the National Automobile Chamber of Commerce, there is no need for concern regarding the gasoline situation.

It is a simple question of eliminating waste and it is estimated that, if we can save two-thirds of all the gasoline wasted our war needs will be covered.

The accompanying chart which has been prepared from statistics compiled by the Bureau of Mines, shows the daily gasoline production, daily waste and daily war needs. It also shows how it will be possible to save 561,000,000 gallons of gasoline each year or 211,000,000 gallons more than the estimated war needs.

The following important suggestions for avoiding waste will not only save gasoline but users of motor vehicles will be benefited personally and individually through more efficient and more economical operation of cars:

1. Store gasoline in underground steel tanks. Use wheeled steel tanks with measuring pumps and hose. They prevent loss by fire, evaporation and spilling.
2. Don't spill or expose gasoline to air—it evaporates rapidly and is dangerous.
3. Don't use gasoline for cleaning and washing—use kerosene or other materials to cut grease.
4. Stop all gasoline leakages. Form habit of shutting off gas at tank or feed pipe.
5. Adjust brake bands so they do not drag. See that all bearings run freely.
6. Don't let engine run when car is standing. It is good for starter battery to be used frequently.
7. Have carburetors adjusted at service stations of carburetor or automobile companies—they will make ordinary adjustments without charge.
8. Keep needle valve clean and adjust carburetor (while engine is hot) to use as lean mixture as possible. A rich mixture fouls the engine and is wasteful.
9. Pre-heat air entering carburetor and keep radiator covered in cold weather—this will insure better vaporation.
10. See that spark is timed correctly with engine and drive with spark fully advanced—a late spark increases gas consumption.
11. Have a hot spark. Keep plugs clean and spark points properly adjusted.
12. Avoid high speed. The average car is most economical at 18 to 25 miles an hour.
13. Don't accelerate and stop quickly—it wastes gas and wears out tires. Stop engine and coast long hills.
14. Cut down aimless and needless use of cars. Do a number of errands in one trip.
15. Know your mileage per gallon. Fill tank full and divide odometer mileage by gallons consumed.

New Two-Passenger Roadster Is Announced by Liberty Motor Co.



The Liberty Motor Car company of Detroit have just announced the addition of a two-passenger roadster to their line.

The new Liberty two-passenger roadster has a wheelbase of 115 inches and is built on the perfected Liberty chassis which has been adopted as a standard.

The body lines are trim and modish and give an ultra-smart effect. The rear deck slopes down to a tapered rounded point, which adds to the general beauty and symmetry of the car. The color scheme is a beautiful shade of bright red for the body. A strip of black rounded moulding starts at a point a few inches from the hood and follows the body lines to the bottom of the rear deck and assists greatly in the finished appearance. Chassis, fenders and radiator

are also black. Red-colored wood wheels striped with a black line are standard equipment.

Special features of the new Liberty two-passenger roadster include Collins curtains on both sides, which when not in use, may be stored in envelopes attached to the top.

The storage compartment in the rear deck is equipped with a lock and has been made exceptionally large to permit storage of traveling bags and other articles necessary for a long trip.

The side doors are 23 inches wide, to allow ease in entering or leaving the car.

New Smith Form-a-Truck Distributors Appointed

Announcement was made last week to the effect that the firm of Porter & Furse of Alma, Neb., will take on the Smith Form-a-Truck distributors' contract for Nebraska and will headquarters in Omaha. Arrangements have been made for a location at 312 South Nineteenth street.

Porter, until this deal was made, was assistant cashier of the Bank of Alma and Furse has had the agency for Ford and Dodge cars at Alma. Both men will move their families to Omaha.

Plans are being made to cover the territory with an able corps of salesmen, and, according to R. J. Furbeck, district manager of the Smith Motor Truck corporation, the new firm plans upon putting \$300,000 worth of Smith Form-a-Trucks into the territory during the coming season.

George A. Nelson will take charge of the retail sales in Omaha, Council Bluffs and vicinity. Nelson is extremely enthusiastic regarding the outlook.

Nailing a Lie—Cold!

WE have read letters from Chalmers Distributors in which they have stated that competitors were saying to present owners of Chalmers cars and to prospective buyers, generally, that the manufacture of Chalmers cars would be discontinued.

There are thirty (30) automobile companies recognized by the general trade that manufacture and sell Touring Cars and Roadsters at retail prices between \$1,100 and \$1,500. We haven't heard that all of these companies, or any one of them, were going to discontinue production or quit business. Why, then, should the Chalmers, with a better car than many others in this class of 30 manufacturers, stop production?

WE MAKE A PROPHECY, and will authorize our Distributors to back it up with \$200,000 of our money; that the Chalmers Company under the Maxwell Management, will stand ahead of 15 of these companies in production in 1918, and the Chalmers Company will stand ahead of 20 of these companies in production in 1919. This doesn't look as though we expected to discontinue making Chalmers cars.

The reason some people are trying to disturb the present Chalmers owners is to scare them about service so as to get a better "trade-in" on their Chalmers.

The reason for circulating such a story generally would be to prevent the prospective purchaser from inspecting a Chalmers car, because if a prospective buyer of an automobile will look at and ride in the present Chalmers models he will be very apt to buy one. It is the best car selling at \$1365 that we know of.

This is one reason why Chalmers cars will continue to be made, not only in 1918, but in 1919, 1920 and other years.

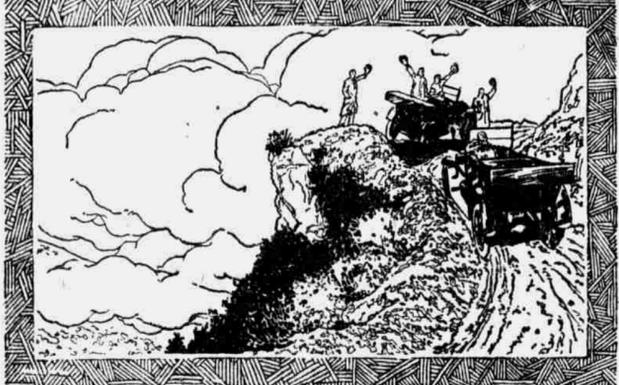
Another reason is that the Maxwell organization has told the general Public that Chalmers cars would be produced in larger quantities than ever before and we have a way of making good with the public on sales and production.

Nathan E. Frandus
President,
Chalmers and Maxwell Motor Companies.

WESTERN MOTOR CAR COMPANY,
2054 Farnam Street Western Distributors Phone Douglas 4904
Omaha, Neb.
CHAS. R. HANNAN, JR., President
WALTER S. JOHNSON, Secretary and Sales Manager
E. V. ABBOTT, Vice President and General Manager
Branches—Lincoln, Hooper, Hastings, Nebraska, and Wichita, Kansas.



THE CAR OF NO REGRETS



Tortuous Mt. Wilson Conquered by

KING
EIGHT CYLINDER

Sealed in High Gear

THIS nine mile climb from near sea level to the rarified atmosphere of 6000 feet elevation, through three miles of dismal fog, around 120 turns is only another one of the many records achieved by the eight cylinder KING.

It is a car which may be conservatively described as economical, considering its high power and bigness. Its all-around road competence, especially on hills, has surprised and delighted many.

King prices have not yet advanced, but must soon—Buy Now.

NOYES-KILLY MOTOR CO.

FACTORY DISTRIBUTORS—2066-68 Farnam St., Omaha, Neb., Phone D. 7461.