

SAVING OF ONE MAN MAY HELP WIN WAR

Light Cars Do Wonders in the
Way of Making a Saving
in Gasoline.

"Though the conservation one man can personally effect may seem trivial," says H. Pelton, Marmon distributor, "when the subject is considered from the standpoint of the known total results of the entire country, the prospect is very much more cheerful."

"Take, for instance, the gasoline savings effected by the elimination of the weight of each Marmon 34. Through the use of aluminum, scientific design and other factors this car is 1,100 pounds lighter than comparable cars. This represents a comprehensible gasoline saving every time a car of this model is run a mile. That the owner of a Marmon 34 saves the gasoline it would take to propel an extra ton through the life of his car may seem to him a thing of small moment and in nowise a public service. A little figuring nevertheless will prove to him that he is helping in a very important manner at the big task of the day."

"To date 5,500 Marmon 34s have been delivered. The 1,100 pounds of eliminated weight each of these cars represent means that the 5,500 cars have saved the gasoline necessary for the transportation of some 6,050,000 pounds or 3,025 tons. The 3,025 tons converted into cars would mean 1,784 Marmon 34s and the gasoline these would consume in a year of average use may make the saving more tangible."

"The average car is driven from 80 to 100 miles a week at the very least. Suppose we take the lowest possible estimate and say the average car runs only 4,000 miles each year. Thus the 3,025 tons of eliminated weight (the equivalent of some 1,784 Marmon 34s) would in the course of a year travel 7,136,000 miles at the very least, 10,000,000 miles would probably be nearer the exact truth. The conserved fuel supply made possible by the elimination of 1,100 fuel-consuming pounds from each of the 5,500 Marmon 34s would at the very least amount to 500,000 gallons of gasoline each year. This vast store would sustain an army of tanks and send them dashing 'over the top' in many a push. So you see your small fuel conservation counts greatly when you view it from the national or world standpoint."

Trucks Sent Overland For Delivery Carry Freight

Because of lack of railroad facilities, many of the British motor truck manufacturers have been forced to deliver their machines to their buyers by driving them overland, says Carl Changstrom of the Standard Motor Car company. Many of these trips have ranged from 200 to 400 miles in length and in almost all cases "dummy" loads have been carried. A plan has now been devised for utilizing these machines for the delivery of merchandise that would otherwise be shipped by railroad. Large stocks of goods are maintained at the factories of the motor truck makers so that each machine leaving the plant for delivery is able to take on a full load consigned to the point of its destination. The plan has been developed to an efficient degree by the Leyland company, which makes shipments by motor convoy twice a week. Factories in the neighborhood of the Leyland plant in Leyland, Lancashire, are notified by telephone of the number of vehicles to be dispatched at any given time. Loads are prepared in advance and in case the capacity of any machine is not completely taken up, an additional load may be taken on between the starting point and the destination. The same plan is followed with shipments of chassis, planks being laid across the frame. After loading, the machines return to the factory and proceed in convoy formation to their destination. By such methods the Leyland company has transported more than 10,000 tons of merchandise since the plan was inaugurated. The run from Leyland to London, 218 miles, is made in 22½ hours.

Olympian Pathfinder

On Dealers' Annual Run

An Olympian touring stock car played an important part in the Kansas City automobile dealers fifth annual trade run, asserts R. C. Peterson, manager of Dill & Topping, Olympian distributors for Nebraska. The car was entered by the Hull Motor Car company, Olympian Kansas City distributors, and was driven the entire distance by Charles A. Beecher.

The Olympian was the official pathfinder car on the 604-mile first leg of the run and performed wonderfully, regardless of the fact that many detours were made and the passengers in the car had to throw confections and arrange for the balance of 20 cars in the run to make the proper detours.

The run included stops at all of the principal towns and villages, where good road speeches were made by prominent dealers and good road boosters.

Many cars encountered trouble on the six-day run, but the Olympian, according to official reports, made the entire trip without losing one minute on the entire schedule, which was very fast.

Rubber for America

Now Crosses the Pacific

Before the war American rubber manufacturers were able to get crude rubber only through London, for England has always demanded that all rubber from the far eastern rubber plantations, which it controls, should be distributed from that city. But since the closing of the Suez canal to merchant trade, as far as American shipping is concerned, all rubber destined for America has come across the Pacific ocean to our western ports. The importance of this trade to these ports is shown in the \$5,000,000 worth of crude rubber business handled at Seattle, Wash., during the month of August.

Recently the largest shipment of crude rubber ever consigned to an American firm came across the Pacific from Singapore to Seattle, in the steamer Luise Neilsen, for the Goodyear Tire and Rubber company, Akron, O. This shipment consisted of 25,000 cases of plantation rubber, weighing 1673 tons, valued at nearly \$3,000,000.

U. S. May Use Motors on the Rural Parcel Post Routes; Better Service

In the opinion of the postmaster general every large city and the villages and farming communities about them should be interested in the passage of the bill introduced in the house by Mr. Moon, authorizing experiments by the postmaster general in the operation of motor truck routes in the vicinity of large cities, says an article in the Power Wagon.

In view of the department the operations of these motor truck routes, as contemplated by the bill, would add 100 per cent to the value of the parcel post service in the vicinity of the cities where established.

The purpose of the bill is to try a plan by which the benefits of millions of dollars expended in making good roads and in the great development of motor vehicles may be coordinated with the parcel post system, so as to open up great stretches of country within easy motor distance from large cities and to facilitate the delivery of food products.

About many of the large cities, within a radius of 50 miles or more, there are productive districts occupied by farms and villages which are without direct postal facilities. These would be reached by the contemplated motor truck routes, to the convenience and advantage of both the isolated communities and of the consumers in the cities.

For example, the city of Pittsburgh, one of the greatest centers of commercial and productive activity, is surrounded in almost all directions with productive territory, the inhabitants of which have no direct postal facilities, and must drive many miles to the city for their mail or the delivery of their produce. A similar condition exists as to most of the large cities where the divergence of railroad

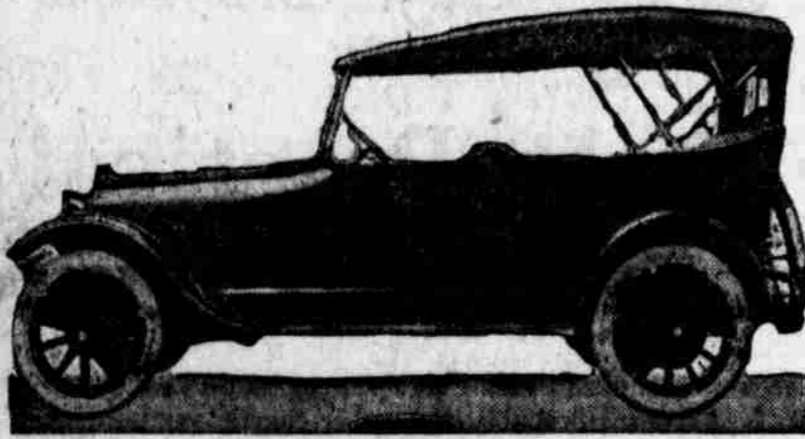
systems leaves large areas of country lying between and remote from the railroads. Generally these sections may be reached by good wagon roads, millions having been spent in various states for road building.

By the use of motor truck routes in the parcel post service in these sections it is believed a very large amount of food products, which otherwise would be wasted or delivered only at very high cost, would reach the large cities at a reasonable cost to the consumers. It is estimated that such service would be self-supporting and perhaps profitable to the government.

In support of the measure Fourth Assistant Postmaster General Blakelee says that if the experiment is a success it will provide a direct means of communication and conveyance between mailing patrons in cities and rural territory that it is not possible to provide at a minimum cost to the postal service or to the patron at this time. It will assist in the effort to reduce the cost of living by eliminating useless and expensive operation in the postal means of communication between producer and consumer. It will permit the producer to continue production and the labor incident thereto instead of suspending production of labor while conveying produce to consumers. It will extend the postal zone of collection-and-delivery service in the vicinity of large cities to the point where the actual farmer-producer is domiciled, rather than to where only suburban residents and non-producers live.

The postal patron in any of the 50 largest cities in the United States will directly benefit from the increased service and improved methods of communication with the genuine rural population and vice versa.

CHANDLER SIX



Watch this space for facts
about Chandler cars that the
buying public should know

THE CHANDLER SIX, along with such cars as Packard, Locomobile, Winton, Stutz, Mercer, has an aluminum crank case that ties frame together at four points, giving perfect rigidity to the motor mounting.

In the Chandler Six broken frames or motor bases are unknown.

7-passenger Touring Car, \$1595
4-passenger Roadster, \$1595
7-passenger Convertible Sedan,
(Fisher Built), \$2295
4-passenger Convertible Coupe,
(Fisher Built), \$2195
Luxurious Limousine, \$2895
(All Prices f. o. b. Cleveland, Ohio.)

Omaha Chandler Company
2520 Farnam Street.—R. L. ALLEY, Mgr.

Card-Adams Motor Co.
1840 "O" Street, Lincoln, Nebraska.

Some Good Territory Open for Live Dealers.

Wise Auto Dealers

Read the Sunday

OMAHA BEE

to find out "what's
doing" along the
Auto Row

Auto Owners and Prospects,

too, get much valuable information from the Auto Section. The Bee's Auto Section gives you the "dope" on most cars. Reading it each Sunday will help you to select the car best suited to your needs. It will also help you care for your car.



DORT

Fourseason Cars

Sedan
\$1095

Sedanet
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(With completely
removable windows
and panels.)

Touring \$725
Roadster \$725
(Wire wheels and
open top extra)

Beautiful lines, perfect proportions and superb finish of a Dort Sedan or Sedanet insures pride of possession as well as unequalled utility.

For Autumn—Enjoy the most delightful touring months of the year without risk of health and comfort.

For Winter—Warm and cozy for town use—for business, calling, shopping, theatre.

For Spring—Immunity from weather vagaries—from chill, rain and sudden changes.

For Summer—With heat-proof top and ample ventilation—COOLER than an open car—free from dust—clean, sociable, exclusive. See these cars at the nearest DORT dealer.

Dealers—Please see us at once—Liberal proposition.
TOOZER-GERSPACHER MOTOR CO.
Tel. Doug. 6082. 2211-13 Farnam St., Omaha, Neb.



The Sedan Closed



The Sedan Open

Ford

THE UNIVERSAL CAR

In considering the purchase of a Ford car one fact of practical value stands out like a sore thumb, and that is the absence of doubt as to the reliable service the car will give. Never a fear nor wavering thought as to the absolute certainty of the car delivering your wants over all sorts of road conditions, in all kinds of weather and under all methods of usefulness—from the delights of touring and pleasure riding to business transportation, farm work and mercantile service. Positive dependability has been established beyond all contradiction. And the evidence of this valuable fact comes from every section of the civilized world—and especially from the business and professional men and farmers of America. Go where you may and you find Ford cars running summer and winter in the ratio of more than five to one over any other car. This result is not of chance, but because the Ford is the most dependable and economical motor car made.

Runabout \$345; Touring Car \$360; Coupelet \$560; Town Car \$645; Sedan \$695; One-Ton Truck Chassis \$600. These prices f. o. b. Detroit.

Any one of the following Ford dealers will be pleased to fill your order, and assure you of an after-service, prompt, efficient and courteous.

SAMPLE-HART MOTOR CO.,
18th and Burt Streets.

NICHOLS-RICE MOTOR CO.,
20th and Ames Avenue.

UNIVERSAL MOTOR CO.,
2562 Leavenworth Street.

McCAFFREY MOTOR CO.,
10th and Howard Streets.

HOLMES-ADKINS CO.,
4917 South 24th Street.

Make the acquaintance of the Ford dealer near you