

## NOT BEST TO LIMIT AUTO PRODUCTION

O'Neal Says Automobiles Great  
Help in Providing Supplies  
for Soldiers at the  
Front.

Among those who are optimistic regarding the proposed action of the government relative to the production of automobiles is J. R. O'Neal, manager of the Nebraska Oldsmobile company.

O'Neal is very firm in his conviction that the automobile is an economic factor in the progress of the country and feels that nothing short of an acute shortage of material will bring about a serious condition in the automobile industry.

### To Help Soldiers.

"It would seem unwise," asserts O'Neal, "to reduce the efficiency of those who must remain at home to provide for the soldiers who are fighting. Yet the curtailing of motor car use would seriously hamper the speed of modern business, to say nothing of the effect it might have upon the thousands who are engaged in the business."

"Few of us would care to revert to the ox team or horse and carriage for the purpose of taking us to and from various objective points. Usually time spent in getting to and from objective points is unproductive, although necessary. Therefore it hardly seems reasonable that we will find it necessary to lessen our efficiency by adding to our time wasted. War may force us to almost unbelievable circumstances if it continues for any length of time, but alarm concerning the action of the government at this stage is far-fetched."

### Autos Economical.

"From an economic standpoint the automobile is entitled to serious consideration for the following reasons alone:

"It is a matter of record that five acres of tillable land are required to feed one horse, while it takes three to feed a man. If each automobile replaced but one team of horses, then the 3,700,000 automobiles in use release 37,000,000 acres for the cultivation of foodstuffs for man alone, or enough acreage to feed 12,000,000 men—about the combined number of men in all of the allied forces."

### Plan to Bring Farmer

#### And Consumer Closer

Automobile clubs throughout the United States, collaborating with the Goodrich national touring bureau, are mobilizing now to launch next year a big campaign to bring the motorist in close touch with the farmer, to put him in a position to purchase necessities direct from the fields without freight delays and at reduced cost, asserts Henry Nygaard of the Omaha Tire Repair company. "Facit approval of the 'farmer to consumer' plan is given by the government, which is now seeking to formulate a scheme whereby foodstuffs can be brought direct from the farms to the consumer without entailing delays that might be disastrous to the shipment. The plan which congress is being asked to sanction is an automobile and motor truck collection system which would relieve the railroads. It incorporates the establishment of service bureaus in cities for the benefit of the men with an automobile and the citizen who may have one at his disposal. Information of what farmers have for sale will be distributed there, and orders will be received for placement with farmers through rural postmasters."

### Allen New Model Makes

#### Good on Recent Tests

During the recent try-out given the new Allen 41, asserts Carl Changstrom of the Standard Motor Car company, the car was put "through the paces" on many trails in Colorado, that until recently had been conquered by the wiry broncho.

One of the tests given the Allen was the Lookout mountain climb. This road leads to the spot where the late Colonel William F. Cody was buried. Upon reaching Point Lookout, the Allen had nearly 3,000 miles to its credit and had not been touched for adjustment, repair, puncture or inability to plow through mud or sand. A perfect record.

This noteworthy climb as a climax to a tour from Fortoria, O., to Denver, Colo., speaks volumes for the construction of this car.

It is a car, picked at random from stock. It carried no special equipment and bore more than the usual five-passenger load. It contained besides its crew of two men, about a quarter of a ton of traveling equipment.

### Flint Plant Begins Work

#### On War Materials for U. S.

Flint's initial production of war materials began last week at the plant of the Buick Motor Company. This first order from Washington calls for airplane engines and munitions in large quantities.

President Walter P. Chrysler went to Washington and offered the extensive facilities to the government. This offer was not definitely accepted at the time, but the factory system was rearranged so that the company would be prepared. No time was lost when word came from Washington to proceed with the manufacture of engines and munitions.

The production of motor cars will go on with no interruption. In spite of the fact that the year's schedule was considerably in excess of that of the previous year, it was found that it could be continued on the original basis and at the same time full justice be done to the government's work.

### Big Movement of Trucks

#### Is Evident on Auto Row

Evidence of the wave of truck enthusiasm confronts us on every hand. New concerns establish themselves almost weekly for the purpose of pushing the sale of trucks to every community.

Among the late arrivals in Omaha the Master Truck company has taken its place and will distribute Master trucks. The Master truck is made in Chicago and has gained much favor among army men in recent tests made.

The new concern has already made some headway in Omaha and unloaded ten trucks Saturday.

## SEES GREAT FUTURE FOR TRUCKS.



ALBERT H. BIHLER.

Truck sales according to Albert E. Bihler, are to occupy the center of the stage in the automobile industry, and he has backed his judgment through the erection of a new building at 1114-18 Dodge street, which has been designed with a view to rendering the most complete service to truck users.

Bihler for 13 years has operated an automobile repair shop and garage and for the past five years has been doing business under the name of Albert E. Bihler, incorporated. Recently he has organized a new company and has taken the agency for Stewart auto service trucks. The personnel of the firm follows: Albert E. Bihler, president; John Nittler, first vice president; George W. Peck, secretary and sales manager; Claude A. Parton, treasurer. In addition to repair work an important feature to truck users will be the night and day service which they will render.

That extra room will pay your coal bill. Rent it through a Bee Want Ad.

## AUTO TIRE FACTORY BUYING MACHINERY

Factory Superintendent Harding Goes East to Close Contracts With Rubber Goods.

The Sprague Tire and Rubber company, that is soon to start operations, looking to the manufacture of automobile tires and inner tubes, is already expending large sums of money in the purchase of equipment for the factory that is to be erected in Omaha.

During the last week the Sprague company made purchases that aggregated \$10,765.80, buying a 200 horsepower mill line motor, a 150 horsepower refiner mill line motor, a 100 horsepower washer mill line motor, a 100 horsepower calendar motor, a rotary converter generator, switchboards, controls, etc.

### Goes East to Buy.

E. E. Harding, the factory superintendent for the Sprague company, has gone east, and while away will close contracts with the Farrel Foundry and Machine company, Ansonia, Conn., for machinery for the manufacture of rubber goods. His purchases will include one three-roll rubber-driven calendar motor, \$10,820; reduction gears and equipment, \$1,800; mills for grinding rubber, \$11,250; reduction gears, \$4,250; crackers and washers, \$3,720; single press rollers, \$7,500; reduction gears, \$4,800.

On the eastern coast the company will stop over in Akron, O., where he expects to purchase \$30,000 worth of core and mould equipment for the manufacture of tires. He will also close contracts for the purchase of \$10,000 worth of machinery for the manufacture of inner tubes.

The company will install a machine for the reclaiming of rubber. In other words, a machine for making old rubber as good as new will be installed.

Omaha firms are figuring on bids for furnishing the boilers for the plant, the pumps and the vulcanizing apparatus and appliances.

You can secure a maid, stenographer or bookkeeper by using a Bee Want Ad.

## Automobile Important Factor In Winning War, Says Willys

"Have you considered what a big part the automobile is playing in the winning of the war?" asks John N. Willys, president of The Willys-Overland company.

"Everybody knows," you tell me, "that the railroads are the very backbone of our war preparation."

"I wonder how many realize that the automobile is as much a part of our vast transportation system as the trains and trucks themselves."

"Did you ever stop to think what happens to men and material after the railroad delivers them to the station? Do you realize what tremendous gain in speed we have achieved in moving men and materials by means of the automobile?"

"Limited only by roads, the motor car goes anywhere, relieving congestion, moving hundreds of thousands of people and millions of tons of materials rapidly to where they are needed in a hurry."

"No community is too small or too distant to feel its quickening influence."

"One very prominent contractor told me that without automobile

transportation, the building of the cantonments for our huge new army would have been delayed at least six months."

"We are told in graphic detail how the automobile made possible the success of the battle of the Marne."

"A few weeks ago tens of thousands of automobiles were hurrying through the country enlisting subscriptions among the farmers for the second Liberty loan."

"A few weeks before that, more thousands of automobiles were enlisted in the campaign to raise one hundred million dollars for Red Cross."

"The automobile again was called into service to help raise forty million dollars for the Y. M. C. A. camp recreation fund."

No less important in the work of winning the war is the automobile in its everyday use among farmers. Of the million automobiles, probably one-half are driven by farmers. With his speedy, convenient car, the farmer runs his errands to town, takes in produce, brings back supplies day after day, adding hours to the working part of every day."

people of Europe realize the economic and sport value of the two-wheeler more so than in this country, for, according to statistics in Europe, there is one bicycle to every thirteen people.

### Commercial Club Will Be Host to Fort Crook Soldiers

The Commercial club will serve luncheon Monday noon to the 225 soldiers at Fort Crook, who will patrol the streets that day to encourage men of draft age to enlist before December 12. Major Frith of the Omaha recruiting station of the regular army has arranged to make Monday enlistment day in Omaha. The Forty-first Infantry band from Fort Crook will play on the streets.

### Vanderlip to Speak at Public Affairs Luncheon Friday

Frank A. Vanderlip of New York, head of the war savings committee, will speak Friday noon before the Commercial club at a public affairs luncheon.

### Saxon Announces New

#### Delivery Automobile

Another model has been added to the line of motor cars of the Saxon Motor Car corporation in the Saxon light delivery car, which has just been placed in the hands of the dealers.

In bringing out this new car, the Saxon company is offering merchants a six-cylinder delivery motor car. Six cylinders, as in the passenger models, mean economy of operation and a higher flexibility and adaptability to congested traffic conditions, and the new number already has been given a welcome by users that is entirely in keeping with the enthusiasm that all Saxon models have met from the motor buying public.

The delivery car has a load capacity of 500 pounds and is offered in either a panel body or one with drop curtains.

### Bicycles Becoming Very Numerous.

Although nearly a million bicycles were manufactured in the United States during the last season, the

## GOODYEAR SHOWS LARGE INCREASES

Gross Sales Jump Up Seventy-four Per Cent and Net Profits Show Gain of One Hundred Per Cent.

In common with the performances of former years, the annual meeting of the Goodyear Tire & Rubber company, Akron, O., developed the fact that the past year's business was the most successful in volume and profits of any year in the company's history. Gross sales jumped from \$63,000,000 to \$111,000,000, and net profits from \$7,003,330.00 to \$14,044,206.40—an increase of 74 per cent in volume and 100 per cent in profits. And of this

volume less than one per cent was contributed by direct war business.

President F. A. Seiberling, in his report to stockholders, stated that plant extensions under construction year ago had been completed, nearly doubling its productive capacity, and providing facilities for several years to come.

"To provide for these extensions," he said, "the directors during the year increased the fixed capital of the company by the sale of \$7,500,000 preferred stock and \$3,372,000 common stock. The company's good will growing out of satisfactory trade relations with over 70,000 customers and more than a million users of its products, is steadily increasing in value and constitutes its most valuable asset, though not listed in our balance sheet. And the patents, trade-marks, designs, etc., although worth millions of dollars to us, are listed on our statement at but \$1.00."

Persistent Advertising Is the Road to Success.

# Extra TIRE Mileage Guaranteed!

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Your Old  
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If you want to help out on this great conservation drive, bring your old worn tires in and have them Half-Soled by our new method.

Gates Half-Soled Tires

The old tire is entirely covered. You get a good looking, new, non-skid tread—a better tire than you ever had before and a guarantee of 3500 miles against puncture or blowout, and 10,000 to 15,000 more miles, saving you from 1/3 to 1/2 on the price of a new tire.

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2522 Farnam Street, Omaha, Neb.  
E. M. SHEPARD, Mgr. G. B. ATWATER, Sales Mgr.

# We're Figuring a Long Way Ahead

GOOD business men today believe that permanent success depends on giving the public the best possible value. This is the policy The Goodyear Tire & Rubber Company is trying to pursue.

Goodyear is not looking for mere temporary sales.

If they were they might offer us dealers an extra discount as an inducement to push Goodyear Tires.

But the public would pay the penalty in higher prices or inferior tires.

Instead Goodyear turns that extra profit back into the tires—into more fabric and more rubber to make better tires.

Thus more consumers and more car manufacturers are using Goodyear Tires, and we dealers sell them because they get more customers for us.

We Goodyear Service Station Dealers are satisfied with smaller profit per tire because we sell tires to more customers.

Think, then, the vast amount of savings that we Goodyear Dealers all over the country help put back into additional material, to make better tires for you.

An extra "inside profit" to the dealer, of 10 per cent on a \$25.00 tire, would be approximately \$2.00.

But we Goodyear Service Station Dealers forego this inside profit for the sake of handling tires on an enduring, value-for-value basis. We get our profit on the volume of business which Goodyear quality brings to us.

We sell the product best for the consumer because we believe it to be good business. We are figuring a long way ahead.



This sign identifies the Goodyear Service Station Dealer.

Goodyear Tires, Tubes and Accessories are always kept in stock.

THE MOTOR SUPPLY CO.,  
1917 Farnam St.—Phone Douglas 7895.

THE NOVELTY REPAIR CO.,  
4809 South 24th St.—Phone South 1404.

HOLMES-ADKINS CO.,  
4911-15 South 24th St.—Phone South 420.

NATIONAL AUTO SCHOOL  
2814 North 20th St.—Phone Webster 5943.

THE TIRE SHOP  
2518 Farnam St.—Phone Douglas 4878

ORR MOTOR SALES CO.,  
Packard Show Room

NEBRASKA SERVICE GARAGE,  
218-20 South 19th St.—Phone Douglas 7390.

CHAS. W. WALKER GARAGE CO.,  
Fontenelle Garage—Auditorium Garage,  
and C. W. Walker Garage, 36th and Farnam Sts.

# GOODYEAR

AKRON



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1. You don't have to pay premiums—instead, you save what you might otherwise pay out in repairs.
2. Your battery doesn't have to die to get the benefit. It is assured of longer life, better health, and greater efficiency.

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