

WORLD WOULD MISS LITTLE GAS WAGON

Trucks and Passenger Cars Have Become an Almost In- dispensable Adjunct to Business.

Were all automobiles and motor driven vehicles ordered from the streets and from the country roads for a period of 30 days, what would happen to the business interests of America?

A prominent official of one of the national associations recently placed such a proposition before members of the trade, who marveled and pondered, and started from that time to study the automobile situation as it really is. Few of them had realized in the rush of their business the real necessity of the passenger car and motor truck to the business of the day, and the question brought home to them the fact that business throughout America without motor cars would be at a standstill, and although the readjustment was made to the old style of transportation, business of today would be an impossibility under former transportation methods by horse entirely.

C. S. Riemann, vice president and general manager of the Elgin Motor Car corporation, feels that the motor-driven vehicle is an indispensable necessity to America at all times, and at no time more than during the great war. America's manhood is engaged so largely in war, and so many of America's young hustlers are engaged in war occupations, that there must be an increase in efficiency in every field. The motor car is labor-saving machinery, in the estimation of Mr. Riemann, and is a time-saver in every department of business. Automobiles in business are an economy and not an extravagance.

"Passenger automobiles have given greater service," said Mr. Riemann, "and will give greater service in the United States, than is given by the railroad and street railway systems of America. The estimate has been made that 3,700,000 passenger cars averaging 5,000 miles a year, and that is a low average, and carrying three persons each, will give a total of over 55,000,000,000 passenger miles. The estimate figures that this mileage at 2 cents per mile is a return of \$1,110,000,000 per year."

The Elgin Motor Car corporation, according to Mr. Riemann, believes that there will be as a consequence of the necessity of the automobile business a great shortage of cars in 1918, and that second-hand and used cars will be higher in price, and that new cars in the class of the Elgin will be limited.

Catalogue Shows Just

How Parts Are Made

A novel means of showing the various working parts of its automobile, the seating arrangement, and the exact proportions has been accomplished by the Allen Motor company of Fostoria, O., in a catalogue recently issued.

A cross section drawing of the entire car has been made, showing the exact location and working position of each part. Not only are the working parts shown, but the construction of parts such as the seats, gasoline tank, rear axle, transmission, etc., are shown also.

Oleson to Have Charge of Auto Show Music



R. OLESON.

R. Oleson, well known Omaha musician and orchestra leader, will have charge of the music at the 13th annual Omaha Automobile show to be held at the Auditorium late next month, according to announcement by Manager Clarke G. Powell.

Three orchestras will play at the exposition. Mr. Oleson will lead the main orchestra in the Auditorium proper. A woman's orchestra will play in the annex and a jazz band will live things at the truck exhibit.

Mr. Oleson also plans a quartet or sextet for each of the rooms and also is preparing for a special musical night.

More Cars Are Driven Home Than Handled by Railroads

"A. E. Houghton, district representative of Dodge Brothers, returning from eastern cities confirms the thought," says R. E. Davis, manager of Murphy O'Brien Auto company, "that we have always held of the general popularity of the enclosed body models of Dodge Brothers cars."

The number of closed cars even in the smaller towns was especially noticeable. In larger cities, open cars were as scarce as the closed models were a few years ago.

Business as usual on the road and in the salesroom is evidenced by the larger number of closed models sold during this winter season. There have been more cars driven over the road from Detroit during the last month than handled by the railroads, which indicates a condition that instead of becoming better is becoming worse.

Movie Film to Show How Indian Gas Bikes Are Made

Omaha motorcycle enthusiasts will have an opportunity Monday night of seeing how a huge motorcycle factory works. For Monday night at 10:30 a \$10,000 film showing how Indian motorcycles are made will be flashed on the screen at the Hipp theater. Sam F. Board of the Omaha Bicycle company is presenting the film.

The movie shows "close ups" of all the expensive machinery employed in the manufacture of a motorcycle. The moving picture showing is a part of the state dealers' convention, which will be held Monday at the Omaha store. Several factory experts will attend and show the complete line of the new 1918 models.

Madison County Teacher Whose School Is 100 Per Cent Red Cross

Green Garden precinct in Madison county has a Lutheran parochial school, which is one of the first, if not the first, school in the state to become 100 per cent member of the Red Cross, with every one of the 48 pupils a member at \$1. At one time there was some talk of the pro-Germanism of Green Garden precinct, but A. F. Meyers, the teacher of this Lutheran parochial school, has shown that this is a community alive to the every need of the government of the United States in this war crisis.

Mr. Meyers carried on the thrift stamp campaign in his parochial school at the same time that he carried on the Red Cross campaign. On the first day the children brought in \$500 in subscriptions for thrift stamps, or an average of more than \$10 per pupil.

This fired the parents with keenest interest, and when the books were checked up at the end of the week, it was found that the parents had subscribed a total of \$4,515.

The Red Cross activities of the school children also drew the interest of the parents, so that a very large percentage of them hastened to join the Red Cross without being solicited. Thus in one week they put this precinct into the position of having the highest percentage of Red Cross memberships and thrift stamp purchases in the county.



A. F. Meyers

Our Cash Prices Mean Substantial Savings

HAYDEN'S

THE CASH STORE

Here's Some Interesting Grocery Prices for Monday's Sale
The Highest Quality Merchandise and a Saving of 25 Per Cent to 50 Per Cent on the Cost of Living.

License No. G-11-498

10 lbs. best White or Yellow Cornmeal for.....	45c
24-lb. sack Blended Rye Flour.....	\$1.35
24-lb. sack Wheat-Graham Flour.....	\$1.35
24-lb. sack Rye Graham Flour.....	\$1.35
4 lbs. best Rolled White Breakfast Oatmeal for.....	25c
10-lb. can Table Syrup for.....	25c
5-lb. can Table Syrup for.....	25c
2-lb. can Table Syrup for.....	15c
Omaha Maid Macaroni or Spaghetti, per pkg.....	75c
3 lbs. fancy Blue Rose Carolina Rice for.....	25c
3 lbs. California Brown Beans.....	25c
The best Hand Picked Navy Beans, per pound.....	17 1/2c
Try the new Cornmeal Cracker, per pound.....	17 1/2c
No. 1 cans Fancy Sweet Sugar Corn, per can.....	25c
No. 2 cans Pork and Beans, with sauce, per can.....	14c
No. 1 cans Pork and Beans, with sauce, per can.....	17c
No. 2 1/2 cans solid packed Tomatoes, per can.....	14 1/2c
No. 3 cans Golden Pumpkin, can.....	10c
No. 3 cans Hominy or Bauer Kraut, per can.....	10c
Large bottles Pickles or Worcestershire Sauce, per bottle.....	10c
32-oz. jar Pure Apple Butter, per jar for.....	25c
24-ounce jar Fresh Fruit Preserves, per jar.....	25c
6 bars Best-Of-All Swift's Pride or Diamond "C" Soap.....	25c
Fancy Shelled Popcorn, lb.....	30c
Schupp's Coconut, lb.....	30c

BUY APPLES, LESS THAN HALF THE PRICE OF ORANGES.

We have a car of fancy Washington Jonathan Apples. This is elegant fruit, nothing finer for eating, per box..... \$1.95

Per peck of 12 pounds..... 60c

Grocery and Meat Depts. Open at 7:30 A. and Close at 6 P. M. After 5 P. M. Use Dodge Street Entrance.

It Pays—TRY HAYDEN'S FIRST—It Pays

New Business Men Like Omaha's Welcome to Them

The Jones-Hansen-Cadillac company is now established in the large building at Twenty-sixth and Farnam, formerly known as the Drummond building, and express themselves as highly pleased with the reception they have had in the city of Omaha.

"We have found the automobile dealers in the city of Omaha to be a fine lot of men, working together in harmony, and generous in assisting newcomers."

that Mr. Jones and he are very much pleased with their location, and speaks with enthusiasm of the future of the Cadillac in Omaha. Mr. Hansen's wife and two boys will follow him to Omaha very soon, and Mr. Hansen expects to make Omaha his permanent home.



The Allen New Series 41

Reflecting the hidden goodness

The outward appearance of the new Allen 41 is an indication of its hidden goodness. The Allen looks like a well built car—its performance proves that it is a well built car. Over five years of service among nineteen thousand owners has established a firm confidence in its worth. Wherever it is known, it is well known—and well liked.

Tremendously severe have been the trial tests imposed upon this new and refined Allen. Through the mountains of Colorado, over the sands of Texas, up and down the grueling hills of Pennsylvania—these trials confirm its great fund of power, rugged stamina and exceptional economy. The Allen Brothers have but one thought—to build so well and so enduringly that Allen owners will continue to prefer their car. With increasing force the desirability of owning an Allen is spreading throughout the land.

We want you to see the "hidden goodness" of Allen cars as pictured and described in the new Allen catalog. A sectional view of the entire car shows the latest motor car mechanics, and, in addition, each model is illustrated in natural color.

STANDARD MOTOR CAR CO.

CARL CHANGSTROM, President
Western Distributor
Omaha, Neb.

2020-2022 Farnam Street. Phone Douglas 1705

DEALERS
If you can handle a big territory our proposition is of unusual interest to you.

Five-Passenger Touring Car	\$1095
Four-Passenger Roadster	\$1095
Five-Passenger Sedan	\$1395

All Prices f. o. b. Factory

PAIGE

The Most Beautiful Car in America

THE modest price of the Paige Linwood "Six-39" fails to measure the real value offered in this popular five-passenger car.

Even five hundred dollars more could not buy you greater utility, because the Linwood provides everything a family could possibly require for daily motoring service.

Comfort, roominess, sturdiness, reliability and beauty—those are the five qualities that especially distinguish this car among the light sixes of popular price.

You will like the Linwood and become as enthusiastic over its merits as the thousands of owners now driving it. Ask for a demonstration.

Essex "Six-55" 7-passenger \$1775; Coupe "Six-55" 4-passenger \$2850; Town Car "Six-55" 7-passenger \$3230; Limousine "Six-55" 7-passenger \$3230; Sedan "Six-55" 7-passenger \$2850; Brooklands 4-passenger \$1795; Linwood "Six-39" 5-passenger \$1330; Glendale "Six-39" Chummy Roadster \$1330; Dartmoor "Six-39" 2 or 3-passenger \$1330; Sedan "Six-39" 5-passenger \$1925. All Prices f. o. b. Detroit.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

MURPHY-O'BRIEN AUTO CO.

1814-18 Farnam St. Omaha. Phone Tyler 123.

THIS GREAT CHALMERS ENGINE MEANS THE PASSING OF THE 10-MINUTE FIGHT TO START YOUR ENGINE ON A COLD DAY

How often have you fought with your engine to start it on a cold day or a cold night after it had been standing in the teeth of the wind for an hour or so?

Now, to step on the starter button in a current Chalmers is almost to start it no matter where the red shows in the thermometer. Five seconds is ample time to most owners of current Chalmers for sending the engine away on the run. And another second or two means midsummer softness with power to tear through any wind or six inches of fresh snowfall.

Remember: the "hot spot" and the "ram's-horn" manifold do the big emergency work. One pulverizes the gas and warms it up and the other shoots it on to the cylinders in 100% condition for power and results. There's little that comes out of the exhaust that the engine hasn't made good use of.

The "hot spot" itself is such a curious, simple little device that it is well worth a few minutes of your time just to see it. We will be glad to show it and what it does.

TOURING CAR, 7-PASSENGER \$1550	TOURING SEDAN \$1850	TOWN CAR LANDAULET . . . \$2025
TOURING CAR, 5-PASSENGER \$1400	CARRIAGE, 7-PASSENGER . . . \$1775	LIMOUSINE, 7-PASSENGER . . . \$2525
STANDARD ROADSTER . . . \$1100	TOWN CAR, 7-PASSENGER . . . \$2025	LIMOUSINE LANDAULET . . . \$2525

ALL PRICES F. O. B. DETROIT SUBJECT TO CHANGE WITHOUT NOTICE

WESTERN MOTOR CAR CO.

Western Distributors
2054 Farnam St., Omaha, Neb. Phone Doug. 4904.
Branches—Lincoln, Hooper, Hastings, Neb., and Wichita, Kan.