WORLD WOULD MISS

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

A prominent official of one of the

national associations recently placed

such a proposition before members

of the trade, who marveled and pon-

dered, 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 al-

though the readjustment was made

to the old style of transportation,

business of today would be an im-

possibility under former transporta-tion methods by horse entirely.

C. S. Rieman, vice president and

general manager of the Elgin Motor

Car corporation, feels that the mo-

tor-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

America?

gance.

LITTLE GAS WAGON

Oleson to Have Charge of Madison County Teacher Whose Auto Show Music School Is 100 Per Cent Red Cross

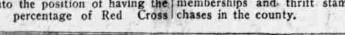
> Green Garden precinct in Madison county has a Lutheran parochia! school, which is one of the first, if not the first, school in the state to become 100 per cent member of the Red Cross, with every one of the 48 pupils a' member at \$1. At one time there was some talk of the pro-Germanism of Green Garden 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.

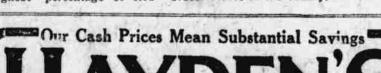
Mr. Meyers carried on the thrift stamp campaign in his parochial school at the same time that he carried on the Red Cross campaign. On the first day the children brought in \$500 in subscriptions for thrift stamps, or an average of more than \$10 per

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.

tian and orchestra leader, will have charge of the music at the 13th annual The Red Cross activities of the school children also drew the interest Omaha Automobile show to be held of the parents, so that a very large percentage of them hastened to join at the Auditorium late next month, according to announcement by Manhe Red Cross without being solicited. Three orchestras will play at the

Thus in one week they put this pre-cinct into the position of having the memberships and thrift stamp pur-highest percentage of Red Cross chases in the county.





there must be an increase in effi-ciency in every field. The motor ca. timation of Mr. Rieman, and is a time-saver in every department of business. Automobiles in business are an economy and not an extrava-Than Handled by Railroads

many of America's young hustlers sextet for each of the rooms and are engaged in war occupations, that also is preparing for a special musical

ager Clarke G. Powell.

R. OLESON.

R. Oleson, well known Omaha musi-

exposition. Mr. Oleson will lead the

main orchestra in the Auditorium

play in the annex and a jazz band will

Mr. Oleson also plans a quartet or

proper. A woman's orchestra will

liven things at the truck exhibit.

"A. E. Houghton, district repre-sentative of Dodge Brothers, return-ing from eastern cities confirms the thought," says R. E. Davis, manager of Murphy O'Brien Auto company, "that we have always held of the gen-eral popularity of the enclosed body models of Dodge Brothers cars." The number of closed cars even in the smaller towns was especially no. "Passenger automobiles have given greater service," said Mr. Rieman, "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 the smaller towns was especially nothat 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 ticeable. 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 mileage at 2 cents per mile is a l return of \$1,110,000,000 per year." The Elgin Motor Car corporation. according to Mr. Rieman, believes during this winter season.

cars will be higher in price, and that new cars in the class of the Elgin will be limited. Movie Film to Show How

Catalogue Shows Juct

How Parts Are Made A novel means of showing the va-rions working parts of its auto-mobile, the scating arrangement, and the areat properties has been as the Historica and will be fashed on the screen at the Historica the exact proportions has been ac-complished by the Allen Mator com-pany of Fostoria, Or, in a catalogue recently issuel. A cross section drawing of the section drawing of the the expensive mach

BUY APPLES, LESS THAN HALF THE PRICE OF ORANGES.

License No. G-11.496

arge bottles Pickles or Worcester

A.F. Meyers -

New Business Men Like Omana's Welcome to Them The Jones-Hansen-Cadillac com-building at Twenty-sixth and Farnam, formerly known as the Drommond building, and express themselves as highly pleased with the reception they have had in the city of Omata. "We have found the automobile dealers to building, and express themselves as have had in the city of Omata." "We have found the automobile dealers to have had in the city of Omata." "We have been extended great courtesy and have had a pleasant reception wherever we have gone." "We have found the automobile dealers to any self have been treated fine in Om-ha so far. We have been extended great courtesy and have had a pleasant the option wherever we have gone." "We have found the automobile dealers to be on the job,' whether it to along the ine of giving searce to a mers, or in any self have been treated fine in Om-ha so far. We have been extended great courtesy and have had a pleasant the option wherever we have gone." "We have no be digging right in, in weigh any of the searce of the sear



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 gruelling 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.

Phone Douglas 1705

STANDARD MOTOR CAR CO.

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 the

Indian Gas Bikes Are Made

Omaha motorcycle entllusiasts will have an opportunity Monday night of

ery employed in We have a car of fancy Washington Jonathan Apples. This is elegant Fruit, nothing finer for \$1.95

The Highest Quality Merchandise and a Saving of 25 Per Cent to 50

lb Choice Sun-Dried Japan Tea, lb. Choice English Breakfast Tea, per

THE CASH STURE Here's Some Interesting Grocery Prices for Monday's Sale Per Cent on the Cost of Living. 24-lb. sack Wheat Graham Flour, \$1.35

It Pays-TRY HAYDEN'S FIRST-It Pays

the exact location and working po-sition of each part. Not only are the working parts shown, but the construction of parts such as the seats, gasoline tank, rear axle, trans-will attend and show the complete mission, etc., are shown also. line of the new 1918 models

Paige The Most Beautiful Car in America

"HE modest price of the Paige Linwood "Six-39" fails to measure L 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.

Esser "Six-55" 7-passenger \$1775; Coupe "Six-55" 4-passenger \$2850; Town Car "Six-55" 7-passenger \$1230. 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. PAICE DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

MURPHY-O'BRIEN AUTO CO.

Omaha.

Phone Tyler 123.

1814-18 Farnam St.

CARL CHANGSTROM, President Western Distributor Omaha, Neb.

2020-2022 Farnam Street.

Five-Passenger

Touring Car

\$1095

Four-Passenger

Roadster

\$1095

Five-Passenger

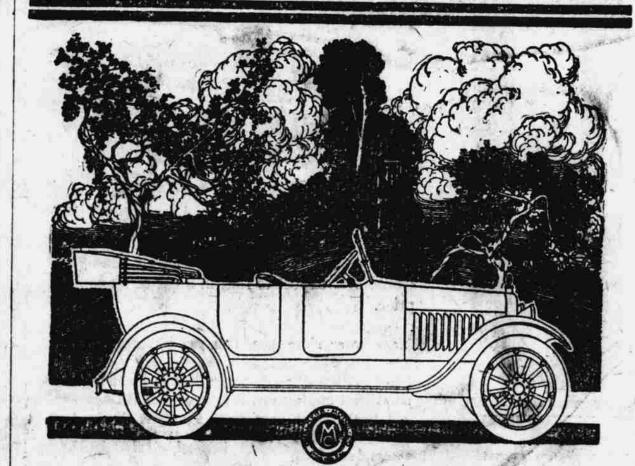
Sedan

\$1395

All Prices f. o. b.

Factory

DEALERS can handle a big territory on is of unusual interest to



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.

> ALL PRICES F. O. B. DETROIT SUBJECT TO CHANGE WITHOUT NOTICE WESTERN MOTOR CAR CO

Western Distributors

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