

## OLYMPIAN MODEL CUTS WEIGHT IN SAVE FUEL PLAN

Run of Twenty-Six Miles on Gallon of Gasoline Is Aim in the 1918 Series.

"Fuel economy is probably the most important consideration in the makeup of a car today. The car of the times is the car that will give the most miles to the gallon of gasoline." These are the observations of St. Clair Cousins, director of sales and advertising of the Olympian Motors company, which is distributed in this territory by the Dill Motor company.

"While the automobile is no longer considered a luxury, it must show itself economical, essential and useful," he says.

"With these facts in mind, the Olympian company is bringing out a model which brings the economy feature to a high state of development, when the national demand for conservation is at its highest. The car is built to give 26 miles on a gallon of gasoline. This is made possible by a specially designed motor and chassis. The new hot-spot manifold insures 100 per cent efficiency in the consumption of fuel and a scientific, variable quantity, forced feed lubrication system eliminates all waste of oil.

"The valve in head is also an economy feature, because it utilizes the energy of the expanding gas to the utmost degree.

"The total weight of the car has been reduced 15 to 20 per cent by the use of the thin stock, deep section steel frame bolted directly to the body without intervening sills. Engineers know that the day has come when it is a question of 'How many miles will the car go on a gallon of gasoline?' If it had not been for the war that day would not have arrived for several years. As it is, the makers who have recognized the fact that economy is the watchword of motor car manufacture will have the inside track in automobile sales for the next year at least."

### Wire Wheels Fast Taking Place of Wooden Ones

Since introduced on racing cars five years ago, wire wheels never had a greater vogue in this country than they have at the present time, statistics compiled by the National Motor Car and Vehicle corporation of Indianapolis showing that one out of every three cars shipped from the factory are so equipped, although there is an additional charge for the substitution of wire for wood.

## ROOMINESS BIG FEATURE OF REO

Best and Only Best of Everything Used in Construction, Declares J. M. Oppen.

"One of the most interesting exhibits scheduled for the Omaha automobile exposition is the new Reo Light Four, which lists at \$1,225 f. o. b. factory," says J. M. Oppen of the Jones-Oppen company, Reo distributors in Omaha.

In outward appearance this latest Reo is a distinct departure and, yes, improvement on all the former Reo Four models. The body design is smart and represents in every line the latest developments in body craft.

Like its predecessor, the wonderfully popular "Reo the Fifth," this Reo Four is a big, full size, five-passenger car with wide seats and lots of leg room. In weight it is considerably lighter, however.

It aims to fill a niche all its own, and neither in size nor price does it attempt to compete with the large class of fours that are made to sell at a lower price.

"We have a clientele that we may call our own," says Mr. Oppen, "that demands roominess in the body and quality in the chassis, and is willing to pay a little more for it. We prefer to build for that class of customer rather than the one who looks only at the price tag."

Looking below the surface of this new Reo Light Four, one is impressed with the fact that it is built "regardless," as the saying goes. The best and only the best of everything has been used, and it is evident that no skimping has been resorted to at any point. In fundamental, the motor and chassis is similar to—in fact a refinement and improvement of—the original Reo Four.

### Milady Is Wise Judge Of Well Built Machines

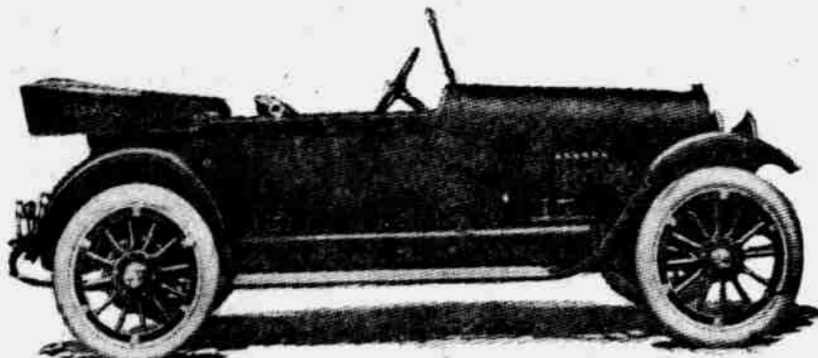
"Love me, love my car," is the latest slogan in the feminine realm and milady's energies and ambitions are more than ever before concentrated on the adornment of her motor car.

Many manufacturers have recognized the fact that women are vital factors in the purchase of a car and have catered to their demands through the development of little details apparent at first glance.

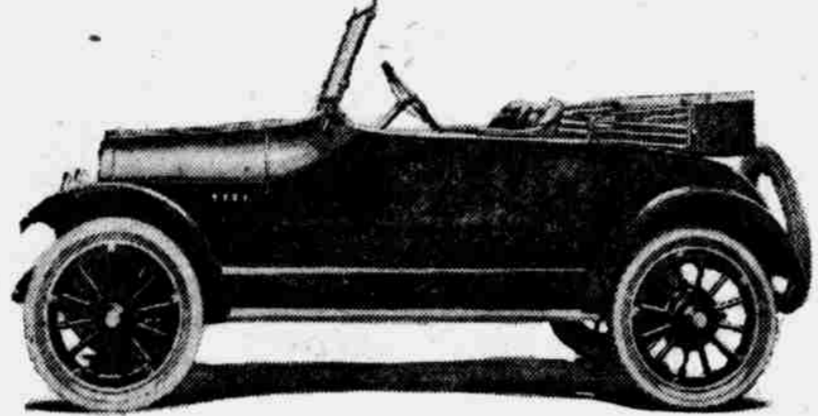
The Davis company has gone a step further, however, and have designed the control of the Davis so that it is as easily operated as an electric, says A. A. Taylor of the Prince Auto company. Furthermore, the abundant power and strict economy of the Davis have in more than one instance proved to be the deciding factor in making a selection.

Naturally, the woman demands the finish, soft upholstery and extreme comfort, but with her increasing knowledge of automobile mechanics

## Nifty Sporting Models



AUBURN MODEL 6-39 "SPORT"



DORT FLEUR-DE-LYS ROADSTER.

she recognizes durability and reliable performance as factors equally important.

### Master of Load on Any Road Is Master Slogan

One of the new truck lines rapidly making a name for itself is that of the Master. "Master of the load on any road," is the slogan of the company and, according to reports, these trucks are making good on the slogan.

Master trucks are built in Chicago. The models include a two-ton drive, a two-ton worm drive and a three and a half, five and six-ton work drive, the last named being a tractor.

### Trucks Driven to Coast. Gives Cars and Her Time To War Work for Allies

Following the sinking of the Lusitania by a German submarine, Mrs. S. M. Blish, a wealthy resident of Seymour, Ind., whose husband was a victim of Teutonic frightfulness, sent a National roadster to General Joffre with the request that he add it to the motor equipment of the French army.

Mrs. Blish then purchased a National touring car and took it with her to France, where she is now engaged in caring for the wounded heroes of the allied forces.

## COLE TOURSTER LATE CREATION IN SPEED MODEL

Company Has Also Added a Four-Passenger Sportster Which Will Be Shown Auto Week.

An achievement which is destined to arouse no little interest during the current show season is that of the Cole Motor Car company of Indianapolis, who have added a complete line of sport models to their present assemblage of cars.

The new sport cars offered by Cole are sponsors of a new vogue in motor car designing and introduce the aerotype body—a distinctive creation of the Cole engineers.

Each of the new sport models differs from the other in seating capacity. There is a seven-passenger Tourster, a four-passenger Sportster and the two-passenger roadster in the group.

The step taken by the Cole company to meet the very definite demand of the present time for so-called sport cars, is the first by which as great a variety of this type of car is offered by any one company. It has been the practice of various other organizations to offer one sport model in the line, but the Cole company has added three such cars, so that every desire could be met satisfactorily.

The Cole Eight sport models are dashing examples of advanced motor car conceptions. Their low beveled panels, massive fenders, high cowls and sharp lines and low wheels giving them a racy appearance that is artistic and appealing.

It is seldom that one sees a car possessing the unusual speed and

power of the Cole Eight that has the trim, graceful lines which the Cole designers have succeeded in creating. In combining these features they have really accomplished something worth while, and in the new sport models they represent cars which really bespeak the fleetness and responsiveness of the powerful mechanism with which they are vested.

Capable of achieving racing speed when desired; so designed that they adapt themselves with perfect ease to the most rigorous hill work; possessing accelerating qualities that enable them to pick up from two to 40 miles an hour, and yet in weight not exceeding 3,600 pounds and affording consequently the unusual mileage of from 12 to 15 miles to the gallon of gasoline, the Cole Eight in its new sport costume is a real thoroughbred.

It is destined to become exceptionally popular and because of the extremes to which the company has gone in appointing and finishing the cars, will make a deep impression on a class of buyers unaccustomed to finding their motor car desires completely fulfilled by cars similarly priced.

**Added Cost in Car.**  
The new Cole Eight sport models with aerotype bodies are priced at \$400 more than the other models included in the line, and officials of the company assert that the additional cost has been devoted entirely to the refinement of the cars.

### Trucks Driven to Coast.

Thirty thousand army trucks ordered by the War department will be driven over the roads from the factories in the middle west to Atlantic ports for shipment to the front in France this winter and the coming spring.

Fifteen thousand freight cars would be required to haul the 30,000 trucks by rail, and 2,250 additional cars to carry the cargo of spare parts and supplies that will be transported on the trucks. With 50 cars to a train, there would be 345 trains.

The plan will therefore release 17,250 cars and 345 locomotives and train crews for handling other essential freight.

## SAXON CARS ARE GAINING FAVOR IN MANY STATES

Jump From Thirty-Second Position to Sixth Place in California in One Year.

In the three and one-half years since shipments commenced at the plant of the Saxon Motor Car corporation, Saxon has achieved a record that has few peers in the motor car industry. Sales statistics show that these cars have been built and sold at the rate of approximately 20,000 cars a year.

This record stands out prominently as an indication of the reception which motorists universally have given to Saxon and which they are continuing to give. At present, with the factory running at top speed, there are a number of orders at the plant which have not been filled, and daily requests for Saxons are coming in numbers that tax production to its top speed.

### Is Recognized Abroad.

Saxon now ranks among the first ten motor car companies along with those that have been in business since the earliest days of the industry. In a number of states, the license records show Saxon to be way up in the list of different makes, which have the largest representation in the state. In California, Saxon stood sixth last year, a position that was attained the year before, when Saxon came from 32d position to sixth in 12 months.

Since the Saxon Motor Car corporation has started it has earned its original capitalization 13 times over. In less than four years Saxon has come from an idea to a huge organization covering the entire country and extending into foreign lands.

## BUICK RECORD FOR THE YEARS

1903 *3 Buicks built*

*Each year has shown a healthy increase due to proven quality*

1917 *117,300 Buicks sold and delivered*

REMARKS *Buicks greatest selling power—more than a half million boosting users.*

**POWER** *Everybody knows*

*Valve in Head Means Buick—Everybody Knows Buick means Power.*

**MILEAGE (per gal.)** *O.K.*

**EQUIPMENT** *Complete*

**ENDURANCE** *O.K.*

**BODY DESIGN** *Up-to-date*

**APPEARANCE** *O.K.*

# Day By Day With a Buick

THE vital point in Buick records is the fact that Buick popularity has been won on the day-by-day service the cars have given to the men who put *business first*. Long before "efficiency" had become a general watchword, Buick owners were enjoying it and Buick cars were doing the apparently impossible in transportation.

Today in the centers of activity you will find Buick cars operating economically; with a promptness and certainty of action, appreciated alike in the military service and in civilian life.

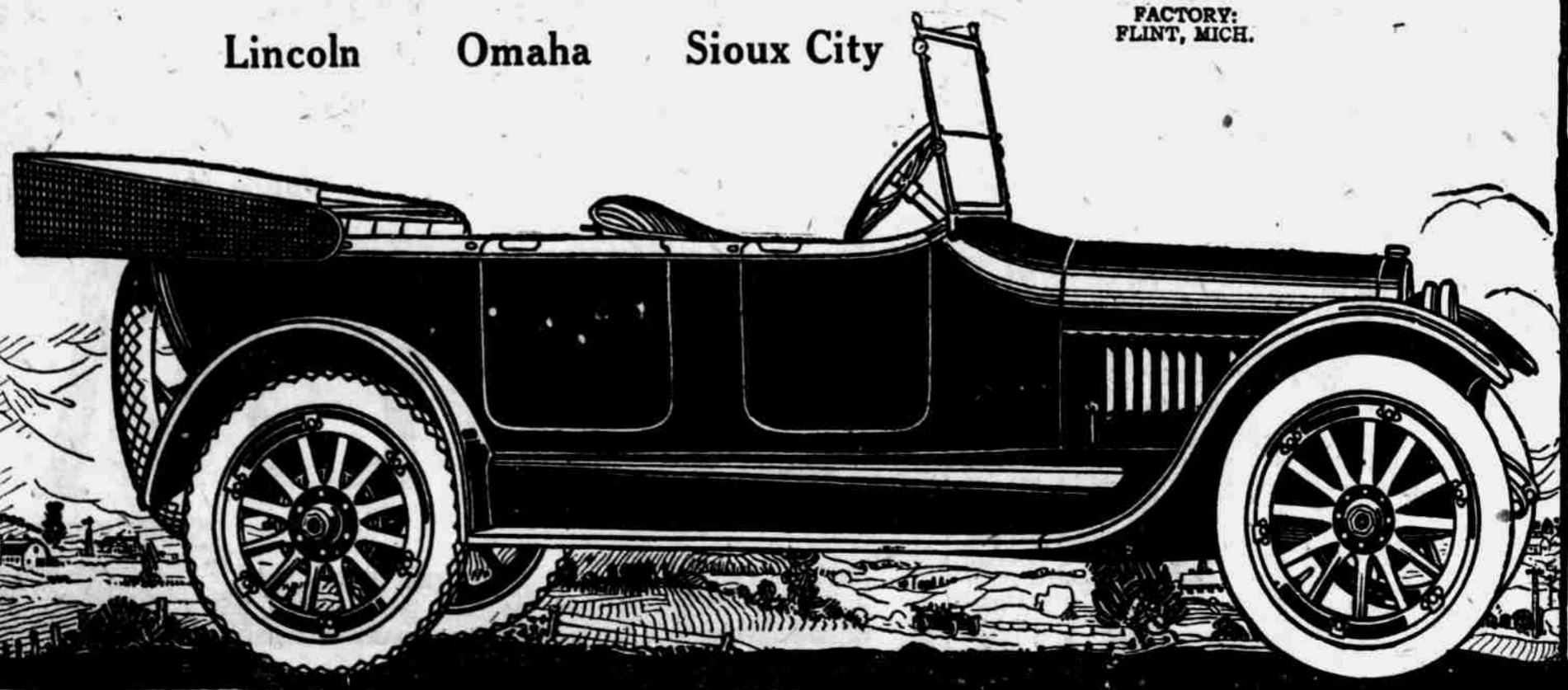
*Two Splendid New Buick Models are shown for the first time at Automobile Shows—E Four 37 Sedan and E Six 47 Sedan*

Also Roadsters, Touring Cars and Coupes on Display

## NEBRASKA BUICK AUTO CO.

Lincoln Omaha Sioux City

FACTORY: FLINT, MICH.



# Paterson

## Just a Few Reasons Why You Should Own A Paterson "Six"

- 1 The Paterson Six is standard through and through.
- 2 The individual beauty of its lines.
- 3 The unusual size and its extraordinary mechanical refinements.
- 4 The powerful, flexible and remarkably smooth running engine.
- 5 The perfect balance of the car, its light weight and its economical consumption of gasoline and oil.
- 6 The full leather upholstery and the pantasote top.
- 7 The hundred seventeen-inch wheel base, which makes riding a pleasure.
- 8 Every part is a tested part.
- 9 Every Paterson owner is a satisfied owner.
- 10 Every Paterson driver is a Paterson booster and every Paterson sale is a repeater.

Remember quality goes with quality. When you buy a car as perfect mechanically as you will find the Paterson, you will have no apologies to offer either to yourself or your friends.

- The Model 6-45, Five-passenger Touring Car, price \$1,265.00.
- Model 6-45, Four-passenger Roadster, price \$1,295.00.
- Model 6-45, Seven-passenger Touring Car, price \$1,295.00.
- Model 6-45, Five-passenger Sedan, price \$1,795.00; all prices f. o. b., Flint, Mich.

See It at the Auto Show

## Nebraska Paterson Auto Co.

Distributors

Omaha, Neb.

Lincoln, Neb.

