

SALESMEN EAT WHEATLESS AND MEATLESS MEAL

Members of Selling Force and Advertising Department of Loose-Wiles Company Have Banquet.

Rather unique in the category of sales meetings is one being held by Loose-Wiles Biscuit company at the Hotel Fontenelle which starts with a sunrise wheatless, meatless breakfast at 6 o'clock this morning.

The occasion is in the interest of wheat conservation and is under the direction of W. W. Wachtel, from Kansas City, in charge of the sales and advertising department of the company, and Ralph L. Wilder, manager of the local Sunshine bakery at Twelfth and Davenport streets.

A tremendous newspaper advertising campaign is scheduled in more than 100 newspapers of the central west to introduce new varieties of Sunshine biscuits which conform to the requirements of the United States food administration for wheatless meals.

Flour Substitutes.
"Patriotism and business must go hand in hand," said Mr. Wachtel, "if we are to bring the war to a successful conclusion. Last fall we realized the critical condition of the food situation and other Sunshine laboratories—in charge of expert bakers—chemists—have been concentrating their efforts in developing new crackers, cakes and cookies made of substitute flours.

"Our conservation line of Sunshine biscuits has so pleased the public palate that we are convinced they will become staple sellers and remain so even after the war. Aside from the goodness they offer increased nutritive values. Oats for example contain four per cent more protein (body building) value and about six per cent less water than wheat flour. Barley flour bears the closest resemblance of any of the cereals to wheat flour. Bran offers a roughage of laxative value and is particularly good for sedentary people. Corn flour is made very palatable in our Sunshine corn cakes and will undoubtedly prove popular in this big corn state.

Conserving Wheat.
"While the food administration has allotted to cracker bakers 70 per cent of the wheat flour used a year ago, yet—to show our patriotism and our willingness to co-operate with the government, we are entering this big advertising campaign largely for the purpose of so popularizing our conservation line that we will be able to reduce our actual use of wheat flour below our allotment.

"At no time in our history has it been so necessary for industrialists to combine patriotism with business and it is our aim to educate the public palate and mind to a use of conservation biscuits not only at the eleven wheatless meal per week but at all times."

When asked about newspaper advertising Mr. Wachtel stated that most of the publicity put forth by the Loose-Wiles Biscuit company (which by the way has branch offices in over 100 cities of the United States) is devoted to newspaper space. He considers it a logical medium because definite results can be checked up from it with greater accuracy and in a shorter space of time than in any other medium.

At the breakfast each salesman is to be impressed with the need of conservation of wheat products and will be supplied with facts and figures to urge upon the retail merchants the necessity for pushing these conservation products of every manufacturer in preference to wheat flour products.

Did You Know—

Pioneers of the Internal-Gear Drive

Capacities 1 ton to 5 tons

EXPECT GREAT YEAR IN MOTOR CAR SALES

L. Blair of Blair Motors Company Says Conditions Never Were Better for the Trade.

M. L. Blair of the M. L. Blair Motors company in discussing the outlook for the sales of cars this year said: "I am confident that we will have the biggest year in history. To offset the effects of the war we have the biggest prices ever paid in Nebraska for grain and big crops. We have more money than any other section of the United States, as has been shown by the magnificent manner in which every call for money, whether it be as a loan to the government or as a subscription to the Red Cross or other charitable organizations, has been over subscribed.

"The shortage of railroad cars and the request of the government that motor transportation be used as much as possible will undoubtedly largely increase sales. I look to see one of the largest years we have ever had in selling the Empire car.

"The new Empire, a six-cylinder, four-door, four-passenger tourabout, is as handsome an automobile as has ever been produced regardless of price. The 'Highway Aristocrat,' as we affectionately call this popular priced car, has none of those features of body design of which you grow tired by constant contact."

Tells of McFarland Car
Winfield Graham, supervisor of sales of the McFarland Motors company of Connersville, Ind., is in attendance at the show demonstrating the McFarland car. "The McFarland is a car to suit the individual taste," says Mr. Graham. "It is custom built and we will gladly submit combinations that will express your favorite color scheme.

"The designing and appointing of the refined and individual motor coach of today requires a corps of trained artists, engineers and craftsmen. The confidence we have in the corps of experts employed by us is best shown by the fact that we guarantee every car leaving our factory to be perfect in every detail."

The W. L. Blair Motors company are distributors for the McFarland and Empire cars in Nebraska, Southwestern Iowa and Wyoming.

German Grand Duke Shoots Self and Jumps in Lake

Amsterdam, Monday, Feb. 25.—The grand duke of Mecklenburg-Strelitz, whose death was announced yesterday in a dispatch from Neu Strelitz, committed suicide, according to the Berlin Lokal Anzeiger. His body was found in a small lake, with a gunshot wound in the breast.

Commenting on the grand duke's death, the Lokal Anzeiger says: "Sad experiences about everything, the grand duke was silent and reserved. These things affected him perhaps more deeply than his entourage imagined."

Argentina to Protest Sinking of Ship by Sub

Buenos Aires, Feb. 26.—Several of the members of the crew of the Argentine steamer Ministro Irriendo, which was sunk in the Mediterranean January 26, have arrived here. Their testimony will be taken tomorrow, after which the government may have occasion to frame a protest to Berlin. It has not yet been established that the vessel was torpedoed, but first reports were that it had been sunk by a German submarine.

Before You Buy, See NATIONAL SPARK PLUGS
Opp. Auditorium, North

ALL PARTIES TO COMBINE IN BIG POLITICAL MEET

Approaching City Campaign to Be Placed Under Microscope of Patriotism at Paxton Saturday.

Omaha politics will be given encouragement Saturday night at the Paxton hotel, where a citizens' patriotic meeting will be held by men of all parties. After giving due attention to a carefully arranged assortment of edibles the diners will be regaled by some of the best public speakers of the city. The need of patriotism by the administration of municipal affairs and the selection of capable men for public offices will be the keynote of the occasion.

The city campaign will be discussed to a considerable extent on the broad plane of city betterment regardless of party politics. The dinner will be served at 6:30 p. m. and arrangements will be made for 350 guests.

Frank S. Howell will be chairman and among the speakers will be Robert Cowell, W. G. Gurley, Victor Roswater, R. B. Howell, L. J. Dunn, E. P. Smith, Frank A. Kennedy and H. W. Morrow.

A. C. Kugel, city commissioner, states positively that he will enter the primary race for nomination and expects to be in the race for re-election. He denies reports that he had decided to retire from politics.

"Why shouldn't I make the race for re-election?" he asked when the matter was put to him point-blank. "I know," he added, "that it has been said that my friendship for an association with 'Johnny' Lynch would hurt my candidacy, but I fail to see it that way. I have known Lynch for many years. We were plumbers together, and, as for the court house gym, why I went over there to see Lynch just as I might go anywhere to see a friend. You have never seen me out at night time with Lynch, have you?"

Kugel expects to make the race on what he refers to as his administration of the police department, and he avers that he can "point to the records" as vindication of his stewardship as superintendent of the police department.

The latest information from the camp of the "uplifters" is that this element of city hall aspirants will resolve into two factions before primary day, April 9. It is generally understood that they cannot agree on the personnel of a combination. One side wants to uplift the other side and vice versa.

AUBURN IN THE VAN DECLARES RAAPKE

Head of Progressive Motor Firm Asserts That His Line Just Meets Conditions in This Territory.

Louis Raapke of the Raapke Motor company is one of the most optimistic exhibitors at the big auto exposition. "There is no question why

Car owners say Gordon Tires deliver lots of miles.



Buy a Gordon and be Convinced

5,000-Mile Guarantee Ford Sizes 6,000 Miles

Gordon Tire Station Omaha

2028 Farnam Doug. 4101

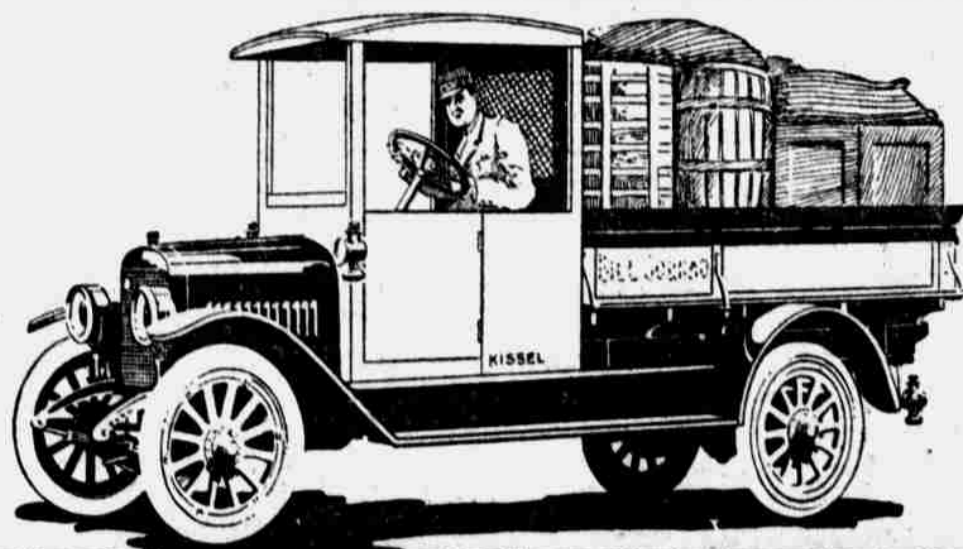
this should not be one of the greatest years in the history of the automobile industry in Omaha," he said. "We are in the richest and best part of the United States. The people have money. The purchase of cars this year will undoubtedly be based on a sounder business basis than ever before.

"The war has taught the people in this country to be conservative and in the purchase of cars this will be taken into consideration. The medium

priced car should be the most popular in this territory during the coming year and I look to see the Auburn break all sales records. It is medium priced and can be operated with a minimum of expense. It is the ideal car for use in this territory.

"The war has placed food products in greater demand in this country than ever in its history. This condition will necessarily last for several years and the prosperity of the Omaha territory is assured. We are not de-

pendent upon manufactured products. Our money grows out of the ground. We are in the best agricultural section in the world and prosperity is assured. "With the request of the government that motors be used as much as possible there is no question but the patriotic citizens will follow that request. From any angle that may be mentioned there is no question that a big year in the motor industry faces us.



KISSEL TRUCKS

THE wide range of new Kissel Truck sizes insures a truck for every purpose

No matter the size truck your business requires, you cannot find more adaptable trucks than Kissel Trucks. All your transportation requirements have been built into Kissel Trucks — that is why we know they will fit your business efficiently and economically.

The ALL-YEAR Cab Exclusive with Kissel Trucks

Fully protects drivers in cold, stormy weather—eliminates unnecessary delays. Stops speeding of motors and carelessness in driving.

In summer it is a cool, open housing. In winter it is quickly changed into a warm, dry, weather-proof, closed cab.

Don't delay investigating the ALL-YEAR Cab and the new Kissel Truck models. Phone for our truck expert. Send for specifications and chassis prices.



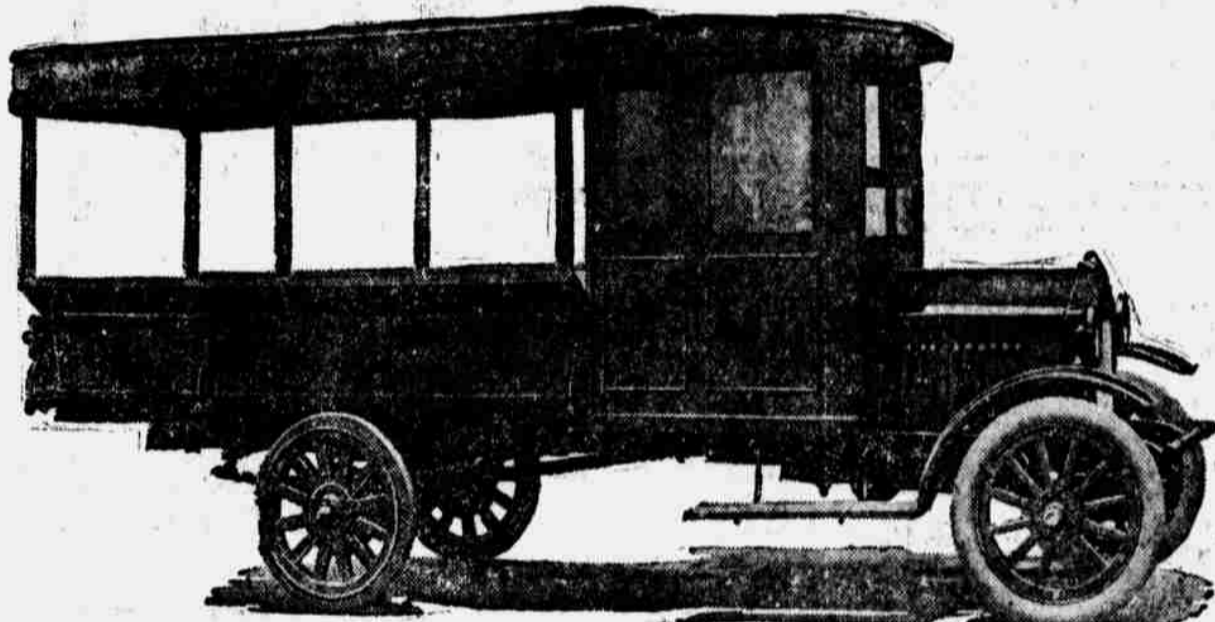
Foshier Bros. & Dutton Distributors.

2056 Farnam Street. Omaha, Neb.

Sensational Truck Value

Specifications

Motor—Gray, Valve-in-Head, 35 H. P., four cylinders, bore 3 1/2 x 5 inch stroke, cast embolic.
Lubrication—Force feed by positive pump.
Ignition—Auto-Lite combined generator and ignition. Connecticut distributor.
Battery—Willard with threaded rubber insulation. Six volt.
Cooling System—Thermo-syphon.
Radiator—Perfex, core easily removed. Cast fin head type shell.
Transmission—Three speed selective sliding gear, annular ball bearings.
Drive—Through tubular shaft and Arvac Model 17 double universal joint.
Gasoline—Stewart-Warner vacuum system—30 gallon tank.
Carburetor—Schebler Model R.
Rear Axle—Torbenesen Internal Gear Drive. All gears chrome nickel steel. roller bearings throughout, vanadium steel spindles.
Front Axle—L-beam construction, annular bearings.



Specifications

Springs—Graded construction, semi-elliptic; front 36 inches long, rear 52 inches long. All eyes 3/4 inch diameter.
Brakes—Service, external contracting; emergency, internal expanding. Lined with highest grade brake lining.
Wheels—Artillery type, truck pattern 32x3 1/2.
Tires—Firestone, regular equipment; front 32x3 1/2 (pneumatic); rear 32x3 1/2 (solid).
Wheel Base—125 inches.
Tread—Standard 56 inches.
Color—Military Khaki (Olive Drab).
Equipment—Electric head and tail lamps, electric horn, jack, tool kit.
Fenders—Front and Rear. (Rear fenders with body only).
Cab—Panhard convertible all-weather type.
Bodies—Panhard standard express or stake.
Price—1 Ton Chassis, \$985.00. 1 1/2 Ton Chassis, \$1,185.00. Body and Cab Equipment on application.
Warranty—Every Panhard Truck is warranted for one year against defective material and workmanship.

The American "PANHARD" is a Wonderful Seller and Profit Maker

One-Ton \$985 Truck

One and One-Half \$1185 Ton Truck

THE Panhard is the sensation of truckdom—a one-ton truck whose design was based on government recommendations, that's built of high-grade parts and materials and yet sells for only \$985.

It is astounding, unprecedented, almost unbelievable in view of present market conditions—yet it is true. It was made possible only by standardized production in great quantities, but the tremendous demand for such a truck at a low price and the enthusiastic welcome given the Panhard showed we could count on such a volume of business that would make possible selling the Panhard for only \$985.

Astute dealers were quick to see that this was the great opportunity of the day.

The almost universal field of usefulness for a one-ton truck, the embodiment of certain U. S. Government recommendations based on practical experience, the quality of the construction, its splendid appearance and the price which put the Panhard within everybody's reach, made an irresistible combination—and they made the wires burn with applications for territory. They were sold on the Panhard proposition before they ever saw the truck because they knew it would sell like wild fire—and seeing the truck only deepened the conviction. Men like this lost no time in signing up.

Whether dealer or user, get in on the Panhard now, it will make you money in either case.

ATTENTION, DEALERS:

You will find us at the Auto Show in Omaha at the Knudson Auto Co. Exhibit or at 2059 Farnam Street. Look us up, it will pay you to get in on this at once.

Whitebreast Company

1027 Q Street, Lincoln, Neb.

Distributors for Nebraska and Western Iowa.

See MR. D. R. GEDDES, Manager, Castle Hotel, Omaha, During Show Week.

Omaha Representatives: KNUDSON AUTO CO., 2059 Farnam St., Omaha, Neb.

Card-Adams Motor Co.

2421 Farnam Street, Omaha
1640 O St, Lincoln 10th and Locust Sts., Des Moines

