

## MOTOR EXPERTS STRIVE TO SAVE FUEL AND TIRES

**Aeroplane Designs Reflected in  
Automobile Manufacture  
and Franklin is Leader,  
Declares H. Pelton.**

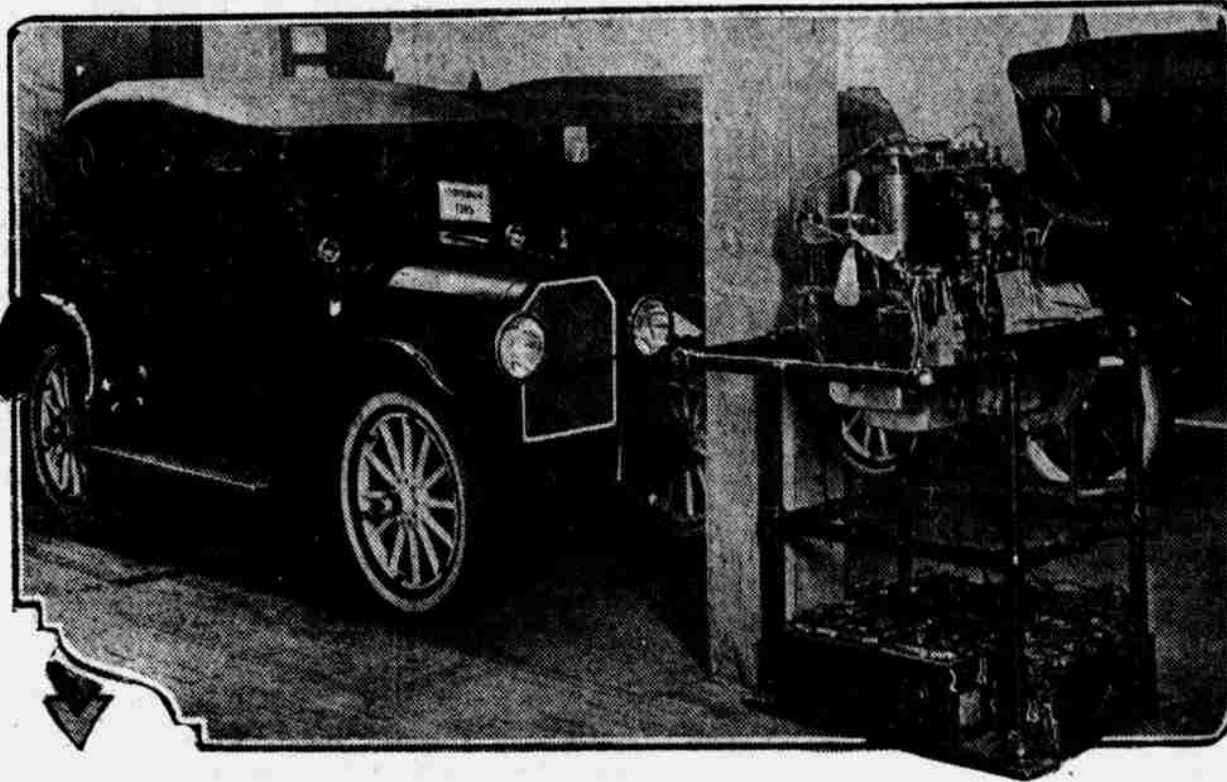
"When statisticians point to a yearly national waste of \$300,000,000 in gasoline and tires alone," says H. Pelton, Omaha Franklin dealer, "it is not strange that automobile design should come in for its share of attention, so as to reduce this waste and conserve our war requirements. In this connection Director Manning of the United States bureau of mines recently came out with the statement urging more efficient engines as the foremost step. Now, more than ever before, engineers are recognizing many other elements that make an engine consume less gasoline and that extend a car's tire mileage.

"Aeroplane design, which has shown such rapid strides since the war," Mr. Pelton cites, "is being reflected in the construction of automobile engines. While valves in the head, always recognized as an influence in greater efficiency, have been incorporated in motors in an off-and-on way since the beginning of the industry, it took the success of this construction in war service to give it the place it deserves. Limits of Water.

"Most motorists have observed the closer study of the proper method of cooling, because in the past the limits imposed by water have led to waste of power through over-cooling. Water cooled engines are fighting this waste through a thermostat attachment, while the inherent ability of air cooled engines to operate at about 150 degrees higher temperature removes the limitation without mechanical attachments.

"The progress towards greater efficiency is reflected in the development of lightweight construction. It is no uncommon thing to hear of 1,000 pounds of superfluous weight being removed through refined design. The success of the five-passenger Franklin, weighing 2,280 pounds, is often

## Stearns-Knight Corner at the Auto Show One of the Popular Hits of Motor Classic



mentioned as an indication of the possibilities along this line. It used to be regarded as impossible to make an enclosed car to weigh less than 3,500 pounds, but scientific light weight as worked out in the Franklin now produces a sedan and a limousine weighing only 2,610 pounds.

### All Light Weight.

"And it has been my experience," Mr. Pelton continued, "that when the subject of unsprung weight was mentioned only a short time ago, nobody knew what was being talked about. But now, with maximum tire mileage taking on added consequence, engineers are seeing to it that axles, wheels and all under construction are as light as possible, so that tires may be relieved of unnecessary pounding. In fact, it has been established that one pound of weight below the springs is equivalent in destructiveness to ten pounds of weight above the springs."

## MOTOR CARS RANK AS SAVERS OF TIME

**Salesman Finds Automobile  
One of His Greatest Assets  
in Covering More Ground  
in Hurry.**

The salesman is finding the automobile one of his greatest assets in covering more ground in less time. In this connection John N. Willys, president of Willys-Overland, Inc., tells in an article entitled "The Time Maker" in Collier's of some of the valuable uses to which salesmen are putting this modern transportation means.

"Look at the cars used by traveling salesmen. I asked one of the greatest and most important food concerns in America to tell me what the passenger car means to them in the efficiency of their business. Their answer is important because it is typical of the saving in time, railroad facilities and man power that the automobile is the equivalent of 10 to 20 per cent in extra man power."

**Used for Errands.**  
"Another group of men in town use automobiles. They are merchants, clerks and men who work in factories and shops. Watch the man you know in these groups. You'll find the mer-

chant using his car for a dozen business errands a day. He is doubling up most likely and getting along with one less clerk as part of his bit. "The clerk or factory man is hurrying home to his war garden, or he belongs to a committee for raising funds for one of the countless patriotic requirements of the day. Or maybe he is one of those few who simply use a car to carry him to a less expensive home with a big saving in time and energy. Wherever he is, you will arrive at the astonishing fact that the myriad of automobiles which are upon our streets devote between 80 and 90 per cent of their mileage to the strict business of saving time."

## Cadillac Dealers Plan For Increase of Business

Jones-Hansen-Cadillac company announces the Omaha auto show as a complete success from every standpoint. The attendance of interested purchasers was greater than in any previous year. While they do not know the exact attendance, they state that numbers of people were constantly going through the different displays, showing an interest of the kind that means sales.

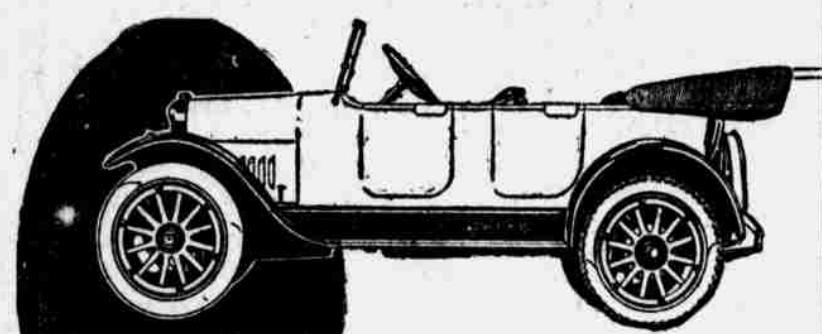
The Jones-Hansen people spoke particularly of the complete co-operation among all of the dealers in making the show a success. As far as business goes, the Jones-Hansen people, who are new in Omaha, claim to be entirely satisfied with the results attained. They are pleased over the reception they have received and are

loud in their praises of the Omaha people. The company made a greater number of actual sales at this show than they had anticipated. Practically the entire territory controlled by the company has now been contracted for by automobile dealers. The Jones-Hansen people are now fully established in their headquarters on Farnam street at Twenty-sixth, where they are prepared to render a businesslike service to Cadillac owners. Mr. Hansen said: "We are entirely satisfied with the results of the auto show, which far exceeded our anticipations. We have enough faith in the conditions as we see them in the Omaha territory and in the buyers of high-grade motor cars to have placed orders with the factory for more cars than has ever been attempted."

## Apperson Man a Booster For Omaha's Motor Show

J. H. DeJong is one of the most enthusiastic boosters for Omaha's 13th annual automobile show among the Omaha dealers. The Apperson Brothers' latest creation, the eight with 80 less parts, created a great deal of favorable comment, asserts DeJong, and motorists all over the country seemed to take to this model enthusiastically.

From the standpoint of business done, Mr. DeJong says that the show this year netted them in dollars and cents as much as did the last year's show. Every indication so far points to the conclusion that 1918 will exceed 1917 in volume of business.



**Allen** A  
**Distinctive Car**  
**At a Very**  
**Reasonable Price**

Show visitors, individually and collectively, were in search of a distinctive, smart-looking car, at a reasonable price. And the Allen "41" fills the bill—just a good, sound, well constructed car, with lines and a body finish that appeal. Allen models are very economical, too, both in gasoline and tire mileage.

They will give powerful, silent, smooth service, consistently, day in and day out.

**Allen Motor Cars**  
**\$1095**

f. o. b. Fostoria, O.

**Standard Motor Car Co.**

Carl Changstrom, Pres.

2020 Farnam St.

Omaha, Neb.

# Beauty Dower

# Oldsmobile

**Sets the pace  
20th Year**

## SUCCESS--INDIVIDUAL AND GENERAL

From a standpoint of individual success the 13th annual Automobile Show was most impressive to us. Oldsmobile enthusiasm ran at top speed from the first day to the last. REAL bonafide sales to

dealers surpassed our hopes 100%

Never to our knowledge has enthusiasm been so evident and pronounced as during the past week. Oldsmobile models seemed to call forth an avalanche of enthusiasm. The

"cut open" chassis, showing Oldsmobile construction in detail was a center of concentrated interest from the start.

The general success of the show, too, leaves no room for doubt regarding the future of the automo-

bile. Everywhere dealers and owners resented any reference to the automobile as a luxury. Direct questioning proved beyond a doubt the vital need of the automobile to the transportation system of the community.

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**Nebraska Oldsmobile Co. (Inc.)**

Distributor for Nebraska and Southwestern Iowa

16th and O Sts.,  
Phone B-6522  
Lincoln, Neb.