

CONCRETE ROADS WOULD MAKE FOR SAVING IN FUEL

Universal Use of Unsurfaced Concrete for roadbeds Would Save Annually \$237,000,000.

Recent tests to determine the relative value of different roads show the resistance to tractive effort offered by unsurfaced concrete to be 30 pounds per ton, surfaced concrete 50 pounds, gravel 82 pounds and dirt roads 99 pounds," says R. E. Chamberlain, truck sales manager of the Packard Motor Car company.

"Using a 3-ton truck with a capacity load and a speed of 12 miles an hour over unsurfaced concrete as standard the truck will make 7.2 miles per hour over surfaced concrete, 4.8 miles per hour over gravel and 3.6 miles over dirt roads. This makes a relative cost of \$0.167, \$0.194 and \$0.207 per ton-mile in the last three cases.

"A computation shows that if all roads traveled were gravel as compared with dirt the annual saving in operating America's 400,000 motor trucks would amount to \$70,200,000; if concrete as compared with gravel, \$167,400,000, and if concrete instead of dirt, \$237,600,000.

Proof in Ohio.

Northern Ohio clearly shows how good roads are contributing toward the development of inter-city motor truck hauling. Several months ago a traffic census on the Cleveland-Akron highway proved that goods were being hauled over that road in motor trucks equivalent in tonnage to one freight carload an hour. Since then trucking over this route has been increased substantially.

The Cleveland-Akron-Canton Transfer company is a good example of what the long distance hauling company is now able to offer shippers in the way of prompt, regular and low-priced service. Operating a fleet of 19 Packard trucks, this company handles shipments between all important points in north central Ohio in surprisingly good time. When navigation is open, shipments are accepted in Akron late in the afternoon for delivery in Detroit the following morning.

FULTON TRUCKS SOLD IN OMAHA BY VAN BRUNT FIRM

Announcement was made last week that the Van Brunt Automobile company had taken over the distribution of Fulton motor trucks and will immediately direct the energies of its organization to putting Fultons on the map of Nebraska.

In speaking of the new connection, Mr. Rose, who is in charge of the truck and tractor business of the Van Brunt Automobile company, says that they are very well satisfied with the construction of the Fulton and feel that it will be an "easy" favorite among the truck users of this community.

According to Mr. Rose, the Fulton manufacturers, who are located at Farmingdale, Long Island, N. Y., are particularly well situated so far as deliveries are concerned. There are plenty of empty freight cars in the eastern terminals at New York and it is a comparatively easy matter to secure equipment for westbound shipments originating at the Atlantic seaboard. The Fulton people are within driving distance of the New York City terminals and anticipate no trouble whatever in securing equipment for western shipping.

Auto Trade Association Buys \$3,000 Liberty Bonds

The Omaha Automobile Trade association has invested \$3,000 of its funds in bonds of the third Liberty loan. The Automobile Trade association now owns a total sum of \$5,500 in Liberty bonds.

Individual subscriptions among Omaha automobile men have already reached the \$100,000 mark and the volunteer salesmen assigned to automobile row hope to see this figure bettered as the campaign progresses.

Hunters of Pennsylvania Kill 106 Deer Illegally

The 1917 report of the Pennsylvania game commissioner shows that 680 deer were killed legally and 106 illegally.

The report further shows other game killed as follows: Bears, 368; rabbits, 3,500,000; squirrels, 179,400; grouse, 107; wild turkeys, 2,950; ring pheasants, 1,362; quail, 26,223; woodcock, 26,660; wild water fowl, 32,907; racoons, 13,225; shore birds, 17,695.

Motorists to Have Use Of Harlem Speedway

The Harlem speedway at New York City, built and used for many years by drivers of road horses exclusively, will soon be thrown open for the use of motorists.

Lieutenant Bob Simpson War Coach at Camp Lewis

Lieutenant Bob Simpson, the former University of Missouri champion hurdler, is assistant athletic coach at Camp Lewis, Tacoma, Wash.

New Garage Opens.

Announcement was made last week of the opening of a new garage at Eighteenth and Davenport. This garage will be known as the Davenport and when completed will have a floor space of 4,200 square feet.

It is the plan of Ed Blackmore to establish an Omaha automobile market and hold automobile auctions once each week. There auctions will be handled by Doud Sales company.

Victress.

"Madam," said a man in the street car. "I know I ought to get by and give you my seat, but unfortunately, I've recently joined the Six Still club."

"That's all right, sir," replied the woman. "And you must excuse me for staring at you so hard; I am a member of the Stand and Stare club."

She proved herself so active and conscientious a member that the man began to feel uncomfortable under her gaze. Finally he roared and said:

"Take my seat, madam; I guess I'll resign from any club and join yours."—Boston Transcript

NEW SALES MANAGER FOR AUTO FIRM



Announcement was made last week that J. A. Obermiller had been appointed general sales manager of the Haarmann-Locke Motors company of Omaha with headquarters in Omaha.

Mr. Obermiller is one of the old timers in the automobile business and comes to Omaha from the Lexington Motors company of Chicago, which is in reality a branch of the factory.

Mr. Obermiller was connected with the Lexington Motors company of Chicago as sales manager for three years and is credited with an increase of 1,000 per cent in business during that period.

Both Mr. Haarmann and Mr. Locke are very well pleased with the record which Mr. Obermiller has made and feel that they are to be congratulated upon having succeeded in securing his services for Omaha.

Demand for "Kings" Holds Regardless of Conditions

When figures on automobile production show that the output is considerably decreased from last season, it is rather startling to find that all over the country the demand, instead of decreasing in proportion, has actually increased.

A middle western distributor of King automobiles reports that up to March 20 he had taken orders and received the money for more cars than he had sold in the entire month of March, either last year or the year before, his two banner years.

"The results for the entire month showed practically a 20 per cent increase in demand at the factory," asserts W. L. Kilby of the Noyes-Kilby Motor company. "When this figure is considered in relation to approximately a 40 per cent reduction in motor car output, the country would seem to be on the verge of an extreme car shortage. The situation is further aggravated by the fact that even if the supply were equal to the demand, it is practically impossible, on account of the freight car shortage, to deliver cars today in the quantities needed. Driveaways furnish the only remedy. As the weather steadies and roads improve this remedy will become increasingly effective."

NEW CADILLAC FOLKS 'BATTING' 1.000 PER CENT

Jones-Hansen Crowd Now Well Under Way; Present Location Ideal for Complete Cadillac Service.

The Jones-Hansen-Cadillac company, recently organized to handle Cadillac automobiles in this territory, has, according to all reports, made remarkable progress. This, in the face of many adverse conditions occasioned by the present crisis. The first obstacle necessary to overcome was that of securing a location. The new company was very fortunate in being able to secure the Drummond building at Twenty-sixth and Farnam streets. It was thought impossible to secure suitable location, but through the decision of the Douglas Motors corporation to construct a new manufacturing plant, the new

Cadillac distributors were able to secure the lease on this building. This building is admirably fitted for any manner of automobile work and at the present time the new company has a first-class service department employing 13 mechanics. This department is in charge of Mr. Reid, who has been connected with various Cadillac organizations for the several years past. The service policy of the new company is very broad and will permit nine months of free inspection. During this time any minor adjustment and attention will be taken care of free of charge.

A complete stock of parts is carried by the new concern and they now feel that they are entirely equipped to cope with any situation.

In speaking of sales force, Mr. J. H. Hansen said that their organization had been somewhat disrupted through the needs of the government, but that they were both pleased and satisfied with their present organization, and are glad they have been able to furnish Uncle Sam with experienced men.

He Meant Business.

Mrs. Bennett arrived at the conclusion that the attachment of Teddy Nolan, the policeman, for her cook must be investigated, but it proved disastrous to domestic discipline. One morning she took Annie, the cook, to task regarding the matter. Annie admitted his attentions.

"Do you think he means business, Annie?" asked Mrs. Bennett.

"Yes, mum, or I think so," replied Annie. "Anyways, he's begun to complain about my cookin'."—St. Louis Globe Democrat.

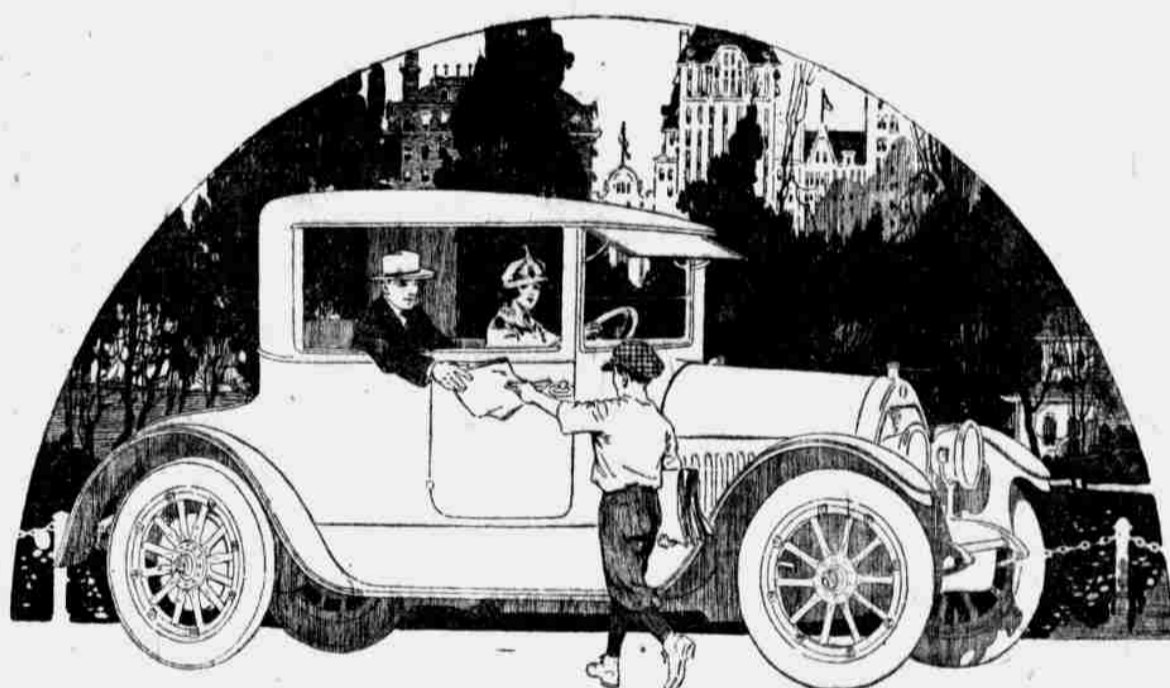
Exide Battery



and Delco Starter Service

"DON'T wait for trouble to make its appearance"—forestall it by letting us regularly inspect, test and supply your battery with pure water. For this we make no charge and it means dependable performance of your starting and lighting.

All batteries—all cars
L. HILLER
Delco-Exide Service Station,
2024 Farnam Street
Telephone Douglas 3697.



Cadillac Insures Transportation

We shall soon wake up to a lot of things in the good old U. S. A.

One is that transportation is as scarce as food or fuel. And good transportation is scarcer.

Yes, land transportation as well as water, automobile as well as railway.

In the last sixty days we have sold more Cadillacs to so-called "captains of industry" than ever before in the same number of days in this territory.

These men are where they are because they can see ahead. And they foresee a shortage of good cars. Cadillacs are KNOWN quality and permanent value.

Will your old car do for some years to come? If these men cannot afford to take a chance, can you?

Order now! It's the "standard of the world"—Best on earth.

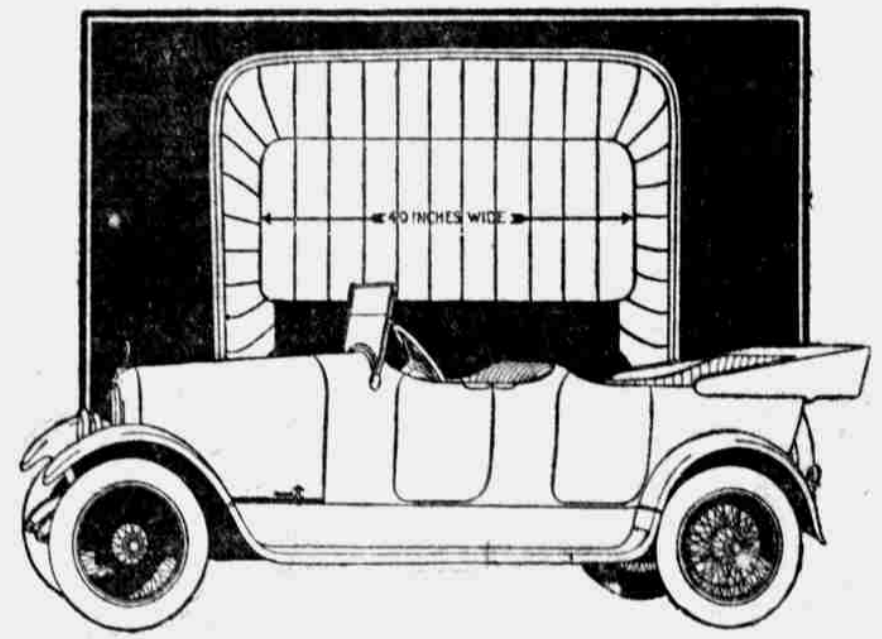
Jones-Hansen-Cadillac Company

Harney 710.

Farnam at 26th.

MARMON 34

Advanced Engineering



Note the Wider Seats In the New Series Marmon

The seats in the New Series Marmon are much wider, the sides unusually deep, allowing the passengers to sit well down in the body. Three passengers can ride in the rear seat without crowding.

The auxiliary seats in the tonneau are also large and comfortable. The whole arrangement allows sufficient leg room to insure the comfort of the rear seat passengers as well as those who occupy the auxiliary seats.

The front seat also is spacious and comfortable. It gives the chauffeur much more driving room than the method

followed in ordinary cars. Yet this sought-for roominess has not been secured at the sacrifice of lowness. Marmon engineers have been able to retain this feature, and add these important improvements.

To learn what extra comfort these extra wide and deep seats mean, come and see the Marmon, and ride in it.

136-Inch Wheelbase—1100 Pounds Lighter

H. Pelton
BROS. FARNAM ST.

Phone Douglas 1712

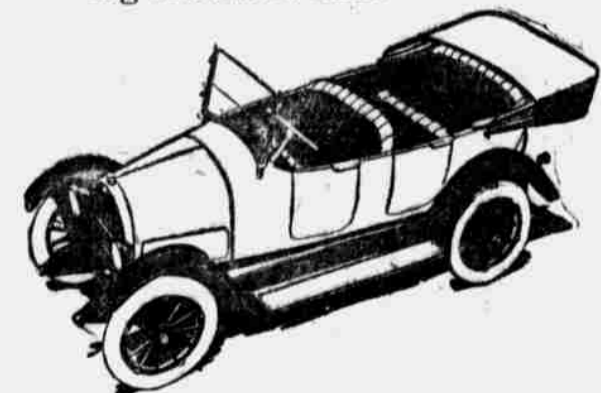
The Thrift Car



Beauty and Comfort With Economy

People who will not risk inferiority, but desire to economize, are buying Model 90 cars.

Others who do not want to sacrifice ample room, comfort and beauty but desire to economize, are buying Model 90 cars.



Appearance, Performance
Comfort, Service and Price

Light Four Model 90 Touring Car, \$350—f.o.b. Toledo—Price subject to change without notice

VAN BRUNT AUTOMOBILE CO.

Distributors

Omaha, Neb.

Council Bluffs, Ia.