

IMPORTANCE OF AUTOMOBILE IS IN TIME SAVING

Vitally Needed in World Because it Enables Owner to Accomplish More in a Day.

"One only needs to watch the increasing number of motor cars on our business streets and residential thoroughfares, as well as in the suburban districts, to appreciate the important part the automobile is playing in the whole scheme of our business and social life," says Carl Changstrom, Allen distributor.

"I do not believe that even the manufacturers know what changes they have brought about in business methods in our entire economic system."

"It is always some time before the full utility of an important innovation is realized. For some years after its invention the telephone was regarded as more or less of an interesting luxury. The part which it is destined to play in the conduct of business was not grasped at first. It was the same with the telephone.

All Time Savers.

"Every one of the inventions, so important in their relation to business and their influence upon it, has been developed to such a surprising degree of efficiency for just one reason—because it saves time for the individual—enables him to accomplish more in a day. And that is just why the automobile is of such vital importance in the world today.

"The automobile has greatly increased the efficiency of all classes of business men by conserving their time and thereby enabling them to accomplish more in a day. It has brought a man's business headquarters nearer to his home, enabling him to make productive many hours formerly lost in getting from one place to another. It has freed the owner from dependence upon uncertain transportation methods.

"After new and important ways of getting greater efficiency out of some existing device or machine have been developed gradually, it is hard to understand why they were not thought of before. It will be so with the automobile. It will become of still greater importance in the daily activities of the world. Indispensable as it is today, its uses in saving time, multiplying efficiency and increasing production will be immeasurably broadened until even the far-sighted business man will wonder that its full utility was not soon realized."

OLDSMOBILE CO. MAKES NEW MARK FOR 'DRIVE-AWAY'

"Seventy-five dealers of the Nebraska Oldsmobile company organization are now 'drive-away' converts," asserts J. R. O'Neil, manager of the Omaha branch. "Each is convinced that the 'drive-away' is not only a satisfactory method of transporting cars, but that it will eliminate the possibility of a serious car shortage." To the Nebraska Oldsmobile company belongs credit for making the biggest "drive-away" yet staged at the Oldsmobile factory. Early last week the Oldsmobile dealers congregated at Omaha and started for the factory at Lansing, Mich. The total number, including the wives of several dealers, was 86.

During the stay at Lansing the entire party was entertained at luncheon at the Oldsmobile motor works. Another big "drive-away" is now being planned for the early part of June, at which time the Nebraska organization hopes to make a still better record.

FIVE-TON TRUCK SPECIFICATIONS ARE IMPRESSIVE

Evidence of the hauling power and capacity of the modern truck is brought to one's mind quite forcefully when confronted with a monster five-ton truck. A picture of such a truck is not half so impressive as a "close up" survey of the distance from the ground to the radiator cap.

C. F. Morphey, manager of the truck department of the Curd-Adams Motor company, has recently brought to Omaha a five-ton Denby truck and the various measurements are impressive to say the least.

This model has a wheel base of 170 inches and a loading length of 142 inches. Yet its turning radius is but 26 feet. From the ground to the radiator cap is fully 6 feet. The frame is constructed from quarter-inch steel 8 inches wide and 4 inches deep. The rear springs consist of 18 leaves each three-eighths of an inch thick. The spring spread is 56 inches. The rear tires, which are of the dual type, measure 40x6. The front tire 36x6 single. Both front and rear tires are of the solid type.

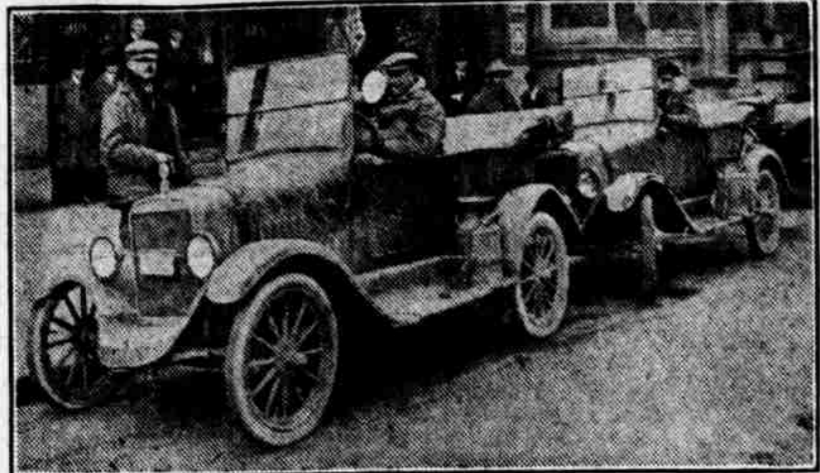
Muffler Points.

It is difficult to find a satisfactory paint for the exhaust pipe and muffler, because of the heat of those parts. Here is a highly recommended muffler paint: Boiled linseed oil, 1-5 pound; Japan varnish, 1-5 pound; turpentine, 2-5 pound; lamp black, 1/2 ounces, powdered graphite, 1/2 ounces, powdered oxide of manganese, 3-8 ounce. Mix the linseed oil and Japan varnish well together, then add in order, stirring all the time, the lamp black, the graphite and the powdered manganese. As the mixture thickens thin it down with turpentine, until the quantity mentioned has been used. This mixture should be used as soon as it is mixed, as it dries quickly. Every time the brush is dipped in, it should be stirred. It is well to paint the muffler while it is hot, after having cleaned it thoroughly.

Pump Precaution.

Motorists who use one of the hand pumps, will do well to give the pump a few strokes before attaching it to the valve. This blows out any grit or other foreign matter that may be clinging to the pump valve, preventing their finding their way into the inner tube.

Overland "Light Fours" in Record Breaking Trial



The road-stained veterans featured above are new model "A" Overland Light Fours. This pair is part of a test fleet of 15 on the way back to the factory at Toledo after battling their way from Denver to the Pacific coast and return.

The Overland Light Four is the car which created such a stir at the Chicago auto show, where it was first exhibited this year. It is at present being thoroughly tested before any considerable quantity is put on the market.

The pilot of these cars, an Overland engineer, named McCulla, is just completing his 21st trip to the coast over the Lincoln Highway.

NEW COLE MODELS PROVE WORTH ON ENFORCED TRIPS

Meager Transportation Facilities Afford Machines Hard Test on Overland Trips Direct From Factory.

Cole officials are not all discouraged because of the meager transportation facilities offered by the railroads these days. They feel that "it's an ill wind that blows nobody good," and in this case they have used these conditions to check up on the performance of their newest models.

Conditions have made it necessary for a good many dealers and individual purchasers of Cole Aero-Eights to drive their cars through to distant points in some cases. In every instance the company has followed up these drive-aways to get a report on the use of gasoline, the acceleration, speed and general action under every condition encountered by the great number of these cars which have been taken overland. Many of the owners have voluntarily sent in

their experiences over roads which are in very poor condition at this season to the company.

Gas Consumption Low.
The average of these many reports shows that the Aero-Eights have been negotiating better than 14 miles to the gallon of gasoline. Their power along the bad stretches and their wonderful acceleration along the good roads has been particularly gratifying to the company.

To get an authoritative check on these statements, J. J. Cole started on an 800-mile trip from Indianapolis, through Toledo, Detroit, South Bend and return. He was forced to make many stops on account of the interest expressed in various towns in these

new models. In spite of the delays occasioned he made the trip in three days.

Like others who have driven the Aero-Eights, Mr. Cole reports that the car averaged better than 14 miles to the gallon of gasoline. He was also greatly pleased with the speed and acceleration he found possible with these powerful cars.

To further prove these qualities, Mr. Cole will shortly make a number of official tests on the Indianapolis motor speedway.

Oil for Small Parts.

The brake mechanism seldom gets the lubrication it deserves. Oil is required on the pins supporting the

brake shoes and upon the bearing points of the cams or toggle mechanisms, which actuates the brakes. These parts usually depend for lubrication on the hand oil can. Beginning at the operating lever, every joint in the brake rod needs occasional oiling, as do the bearings of the compensating shaft.

Wiring Chart.

It may not be out of order to suggest to the new car owner that one of the "tools" that should always be carried in the car, is the chart of the wiring system. Without this he may find himself in difficulties with the electrical system, that will be almost impossible to locate.

WHAT'S DOING Lincoln Highway is Huge Asset to Omaha AT AUTO CLUB

The importance of the Lincoln Highway to Omaha will never be realized until the route is lost to us.

"The Bee Line," a new highway association, has marked a route from Missouri Valley, Ia., to Fremont, Neb., crossing the river via the ferry. The laying out of this route is prophetic of the future, for when a bridge will have been built across the river between these two cities, the Lincoln Highway association will not hesitate to follow its constitutional policy of shortening this transcontinental route between the Atlantic and the Pacific—and Omaha will lose this greatest of all national highways. Don't think because Omaha is a large city that we will always have the highway. Efficiency is what counts with highway volume.

By the end of 1918 the Lincoln Highway will be hard surfaced from New York to Clinton, Ia., with the exception of probably 90 miles. In the next two years Iowa will have nearly three-quarters of its 391 miles either graveled or other hard surfacing. Can Omaha afford to lose this highway, destined to become one of the main streets of the nation?

The commercial value of millions and millions of dollars spent in road work and publicity on this route would be lost to Omaha.

Omaha and Douglas county can keep the highway by providing real roads.

L. B. Johnson and family, Chicago, are the first long-distance tourists to stop off at Omaha this season. Mr. Johnson is bound for Seattle and Spokane. Telegrams received at the club reports the Lincoln highway open over the divide, Sherman pass, but still heavy. Spokane wired that the National Parks highway is open and in fair shape to Spokane, but that mountain passes are still snowbound.

For Omaha! Arrest the jay walker the same as you arrest the jay driver and accidents will be reduced to the minimum. Eighty per cent of the accidents are due to the carelessness of the pedestrian. Arrest glaring head-light motorists. They have had over a year to comply with the law. Let's pray that the police judges will have the nerve to give a hundred or so speeders, reckless drivers and driving-past-unloading-street-cars motorists the limit in fines and thereby set an example. Farnam street congestion, due to both curbs lined with parked cars, can be relieved by parallel-with-curb parking. The situation at present is dangerous, slows up traffic and throws Omaha into the village class.

Allen

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Allen records could be made by a car of real stamina only.

"Perfect Score" Kansas City Endurance Run—Remarkable ascent of Pike's Peak—10,000 mile test trip to many parts of America.

These recent trials were imposed on this new Model 41 Allen.

The high structural excellence was proven—no replacements were needed, nothing was worn or impaired.

Truly, good looks glorifies the utility, economy and comfort.

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Because it is built on the most advanced principles—and correct ones—the Marmon design is stabilized. Except for the minor refinements it is ever the same.

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