

HORSE HAVING ANOTHER INNING DURING THE WAR

Conflict Has Given the Horse a New Lease of Life in Role of Fighter on the Battle Front.

The war has given the horse a new lease on life in the losing battle which that animal is waging to prevent the automobile from forcing it into oblivion along with the pterodactyl and mastodon.

Three years ago the number of horses in America began to dwindle and last year no less a partisan of the horse than the secretary of agriculture said in his annual report: "Slowly but surely the auto-truck is driving dray horses from the city streets. Already the automobile has effectually put the driving horse off the country roads. The farm demand for several years has been the mainstay of the horse market."

But just at the moment that the automobile had the horse dangling over the ropes ready to sag under the finishing wallop, America entered the war, and, under the stimulating effect of a heavy demand for cavalry horses and for increased motive power throughout the nation, tired Mr. Equus got back his wind and now is battling away with all four feet determined to last out several more rounds.

Horse Eats Too Much.

One automobile enthusiast has pointed out that the horse eats so much that there would be an immediate demand for his destruction were it possible to replace him quickly for the work which must be done. By way of statistics this enthusiast points out that while only 60,000,000 acres of farm lands in this country are devoted to wheat growing, 41,000,000 acres are given up to oats and 34,000,000 acres to hay, two articles of diet which are essentially horse feed. Ninety-five million acres for horse feed and only 60,000,000 for wheat in these times, when every acre counts, shows altogether too much favoritism to the horse, in this man's opinion.

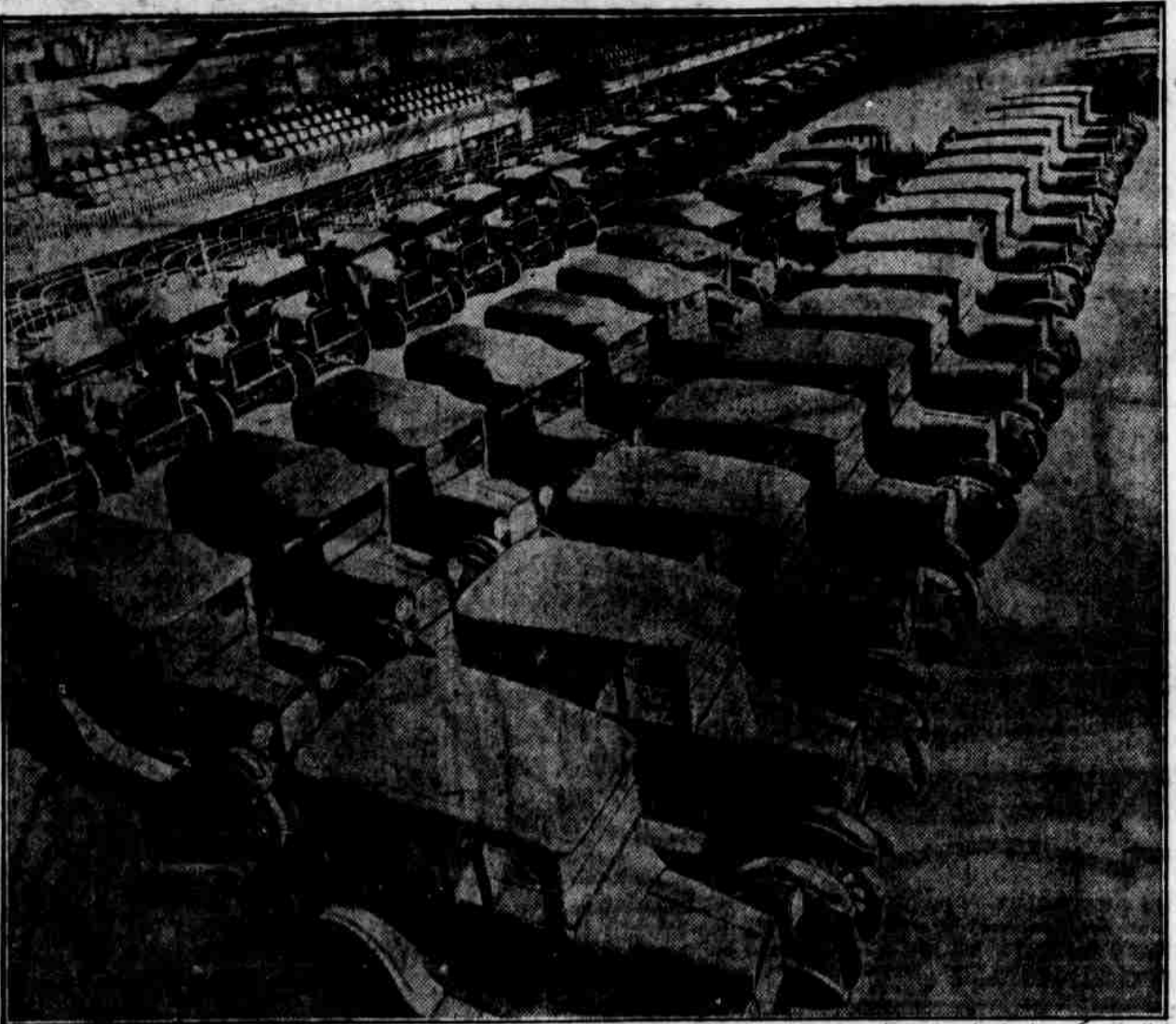
Having practically vanquished the horse in the field of passenger transportation, the automobile is now taking a new line of attack by making a strong bid for supremacy in the field of truck transportation.

Trucks Supplant Horses.

A statistician of the United States Fire company estimates that nearly a million and a half truck tires are now in use on commercial vehicles in this country. The trucks in use have already supplanted more than a million horses, and it is safe to say that when the war is over and there is a surplusage of motive power, the auto trucks will stay and the horses will go. The same may be said of the farm tractors which appear to be destined for an important place on the farm at the expense of the horse.

In the foregoing, nothing has been said about the automobile's struggle for supremacy with the mule. With his usual obstinacy the mule refuses to get to one side, and continues to show an increase each year in this country of from 50,000 to 100,000.

Dodge Brothers Motor Cars Accompany War Trucks to the Atlantic Seaboard



With each team of 300 war motor trucks that leaves Detroit go six Dodge Brothers' motor cars, also destined for army service overseas.

At present one truck manufacturer in Detroit is sending 60 trucks a day to the Atlantic seaboard. The photograph was sent in by J. A. Cramer,

Dodge Brothers' dealer in Buffalo, N. Y., which is one of the night stops for trucks and passenger cars on the New York route.

AUTO BLUE BOOK FOR 1918 IS NOW OUT FOR TOURIST

That good roads development had a great impetus during 1917 is evident from a statement by the data department of the Automobile Blue Book, whose experts compiled the road data for the 1918 volumes—now ready for the motor tourist.

New roads, the reconstruction of old ones and the reclamation of many others that formerly were impassable, compelled the redrafting of 167,103 miles of roads for the new Blue Book.

The magnitude of the vast improvement on these roads is better understood when it is brought to mind that affiliation of federal and state government was responsible for the expenditure of almost \$120,000,000 for highways betterment last year. Besides this, the establishment of many national army and National Guard cantonments was followed almost immediately by the construction of additional hundreds of new highways direct to the camps.

Special routes to all of the cantonments have been included in the new volumes. The logging of the roads was in most cases made from cities nearest to which the camps are lo-

ated, so that the tourist who plans to visit any of them need only take his Blue Book way to the large city near the cantonment, to find in the same volume detailed guidance to the camp which has his particular interest.

The new books total in excess of 415,000 miles of minute roads data, charts and maps. That graphic detail which tells the motorist at what speedometer mileage he should turn right, cross railroad, pass stone church on left, or continue straight-way past yellow school house, is more informative than even the previous intensive effort of these pathfinders has made it.

Garages, service stations and hotels have been classified in a special index, an evening's reference to which makes it possible for the motorist to arrange the details of all tours he plans for the summer. And when he is touring, the location of the nearest garage, hotel or service station is always apparent. An instant's glance tells him how close he is to that one of the three which, in an exigency, he may need to reach quickly.

Populations of towns, their altitude and their situation as regards scenic or other charm are also indicated.

Automobile laws and traffic regulations of various states and cities are incorporated. They keep the traveler in constant touch with what civil and state authorities will require of him.

Tar Stains.

One of the nastiest blemishes on the bodywork of the car is tar, which is frequently splashed on the polished surfaces from the road. A good solvent for tar is butter, which should be spread over the spots and allowed to stand for some minutes before being carefully wiped off, when it will bring the tar with it. Kerosene also may be used locally but with care, since it may attack the finish.

THE CAR OF NO REGRETS

Over Big Cottonwood Canyon in Utah in a

KING

On the High Gear

WITH all gears sealed so only the high speed was available for use an eight cylinder KING made the tough 18 mile continuous pull from Salt Lake City to Brighton, Utah, through Cottonwood Canyon—grades averaging from 16.1% to 22.2%. Another record in the long string of KING achievements to prove flexibility, reliability and durability. You may never want to do this but pride of ownership calls for you—having the confidence to know the car you drive CAN.

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PEERLESS

Two-Power-Range Eight

Week-Days and Week-Ends

A car for work-days that will loaf smoothly in tight places and spurt into openings—a car with which you can out-manuever the rest in traffic-driving—but a car that you may use freely with true economy—that's the Peerless Eight in its "loafing" range.

A car for week-ends and holidays that will level the steepest grades and let time laugh at distance—a car that relishes a speed brush, power contest or endurance test with anything built—that's the Peerless Eight in its "sporting" range.

Let us show you almost unbelievable contrasts in performance and economy without sacrifice—Peerless advantages. Compare the price with cars you consider to have "class" comparable with the Peerless Eight.

Entirely within its "loafing" range of power, the Peerless Eight will romp through the average day's work.

Operating steadily and smoothly on half rations, it is exceptionally sparing in its consumption of fuel. Its eight-cylinder eighty horsepower motor will shame many a lesser powered six—even many a four—in a test for fuel economy.



Seven Passenger Touring \$2550

Roadster \$2800 Coupe \$2600
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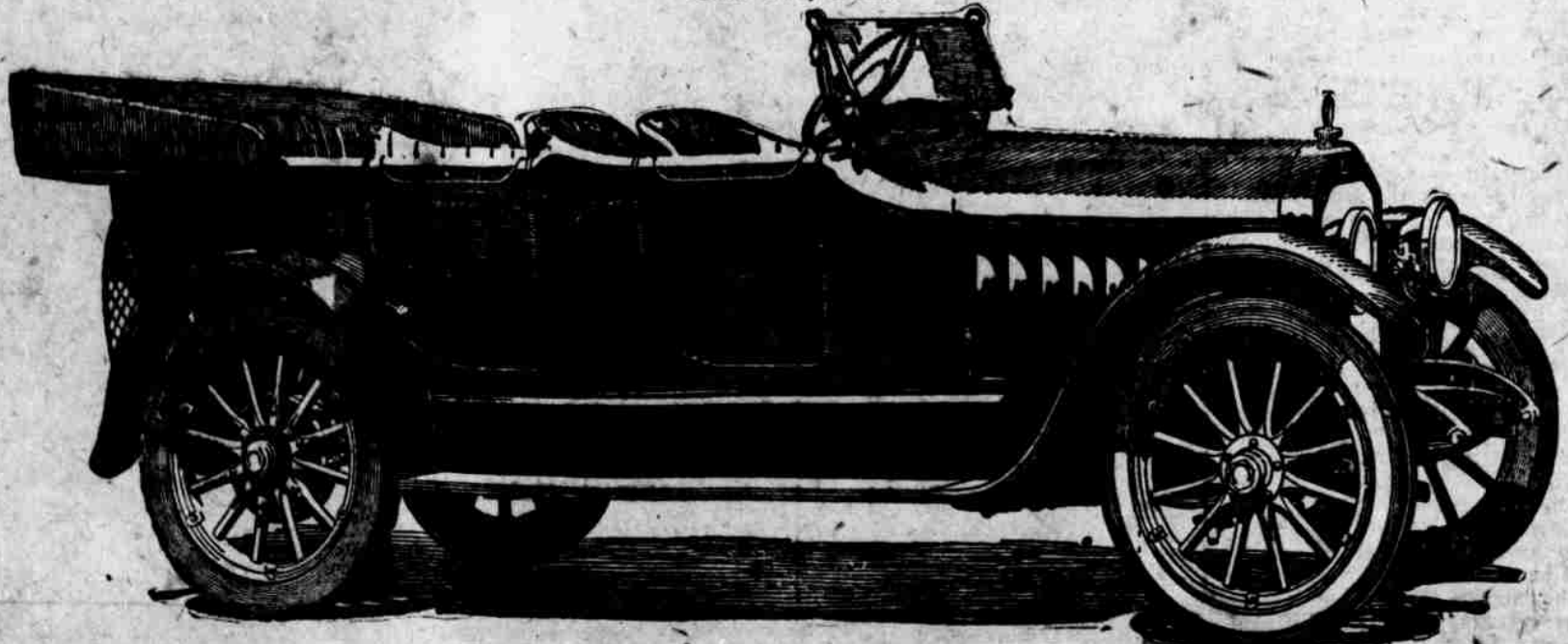
Given the need or desire for unusual power or speed, you have only to open the throttle wider to release the double poppets—and hold your own with the class of the high-powered cars of the day.

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There's snap to the Allen get-away that denotes active power and plenty of it. There's comfort, also, and who wants a car without it when we all need to conserve our personal strength to get things done?

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