

RURAL AUTO LINE SOLVES COUNTRY MARKET PROBLEM

Motor Express Will Furnish
Regular Transportation of
Farm Products; Great
Aid to Consumers.

Despite the unprecedented demand for food great quantities are wasted because farmers cannot profitably get it to market. This must be cured by the operation of rural motor express lines, which have been endorsed by the Council of National Defense, the food administration and every other interested department of the government.

A rural motor express line means the operation of a truck between towns, calling for the farmers' produce, carrying it to market and bringing back anything the farmer, merchant, hotel or other consumer may need.

Many in Operation.
The rural motor express line increases the food supply by furnishing regular transportation of farm products; stimulates the farmers' efforts by the knowledge that such transportation is available; enables the farmer to avoid driving to town, thereby increasing his time on the farm and partly compensating for the shortage of labor; enables the farmer to obtain goods from town on the day of order, and generally facilitates traffic between the farmer, the market and the consumer.

Hundreds of lines are in operation. There are 25 running into Washington and carrying 100 tons of food daily, as well as carrying merchandise back to the farmers. Production has been greatly stimulated and many farms previously idle are now under cultivation.

Rural motor express lines mean that every farm and village store practically has a railroad station at its door.

Operators of trucks have found the work profitable. In many cases farmers have combined and bought a truck for their mutual benefit.

How to Start Line.
On file at the office of the highways transport committee there are scores of letters from farmers who say, among other things, that without the trucks they would have to stop shipping milk; that their produce is hauled more cheaply than ever before; that the quick delivery of goods enables them to get better prices; that the time of a man and a horse are saved, and that they can now put three times as much food as formerly on the market.

The national truck committee, 7 East Forty-second street, New York, has prepared a pamphlet, "Organization of a Rural Express Line," which furnishes every detail of organization and operation. It includes a list of services the truck owner may render; a sample cost and charge sheet; tells how to make a preliminary survey of the proposed route and a canvass of prospective customers; suggests operating plans, how to advertise, how to interest the farmer and merchant, and shows how and why everyone in the community is interested. A copy may be obtained by anyone, on application without cost.

Overland Girls Prove Patriotism by Sewing

The girls employed in the big Administration building of Willvs-Overland Inc., at Toledo are in the war to win and they are showing their patriotic spirit in a very practical way. They are assisting the Red Cross by working two nights every week from 7 till 9. All of these girls are business women. All day they serve in many capacities in the big busy Overland offices. Then after the day is done, they still find time and energy to make surgical dressings, sew hospital garments and give practical aid to the boys in service.

On Monday and Wednesday evenings each of these valiant girls has a steady engagement to "sew for a Sammy." Women in charge of the work at the Willvs-Overland plant are seeking to make this group even larger.

The Clutch Jollar.

In certain cars it is necessary to remove the floor boards in order to lubricate the clutch throw-out collar. As a consequence many car owners neglect this important item of lubrication, until trouble in the unit makes the need evident. In cases of this kind, where no provision has been made for lubrication, by having a grease cup that "extends up through the floor boards, it will be wise to install an oil line to feed this part. This can easily be done by arranging a large oil cup to feed through a small opening into a metal pipe running to the throw-out collar. It is necessary to have a small opening, so that the flow of oil will not be too rapid, for obvious reasons. There are a number of self-feeding oil cups on the market, which may be used to advantage in this connection.

Fordson Tractor at Work on Farm Near Irvington



The above picture of the Fordson pulling two 14-inch plows was taken at the Shafer farm, one and one-half miles west of Irvington. The demonstration, according to the Ford dealers, was very successful, and plowing

Batteries Don't Need Acid So Much as They Need Pure Water

"Batteries, like human beings, are susceptible to poison," says Elmer Rasengren of the Nebraska Storage Battery Co., local Willard expert. "When it comes to giving medicine to a battery, the only safe rule is to let an expert write the prescription and administer the dose—otherwise, the car owner is likely to find out that his battery has been killed instead of cured."

"There is one thing in particular that is just about as bad as any poison you could give your batteries. That is acid. Of course there is acid in the battery solution, and a good many car owners will reason: 'If acid is what makes my batteries strong, then the proper thing to do when I think it shows a weakness is to add a little

more acid. Then it ought to work better.' That's altogether wrong. You might as well say that because a few drops of some powerful drug are good for heart trouble, a whole bottle would give the patient a better heart than anybody in the country."

"But a lot of people believe in drugging a battery in just this way, so they put in about a half-pint of acid, when the battery only needs pure water."

Wheel Bearing Adjustment.

The wheels of the car should be jacked up once a month and tested for smoothness of operation and for side play. If a sharp click is heard when spinning the front wheel or if its motion is momentarily checked, it is possible that one of the balls or rollers is broken or split. In this case the pieces should be removed at once and a new bearing substituted. In the case of ball bearings regrinding may be resorted to.

MOUNTAINS HOLD NO TERRORS FOR PIERCES

Trucks Have to Back Up Steep
Grades on Hetch-Hetchy
Project, but They Peach
the Top.

"I wish that every man in the market for a motor truck could witness the performance of the ten-ton Pierce-Arrow trucks on the Hetch-Hetchy project near San Francisco," said C. L. Stafford, Pierce-Arrow service representative on the Pacific coast, recently.

"Conditions surrounding this work are so severe that trucks of other makes have been shipped out on flat cars, total wrecks. Yet the Pierce-Arrow construction is so staunch and the flexible frame so well adapted to absorbing shocks that the trucks withstand the severe abuse."

"The city of San Francisco is building a big dam at Hetch-Hetchy. A mountain will be bored through, a lake tapped and the water stored in a natural reservoir formed by the dam. This water will supply the city 200 miles distant."

"The Pierce-Arrows are carrying supplies from the town of Groveland, 41 miles distant from Hetch-Hetchy. The road over which they travel is so steep in places and so unfitted for traffic that it requires an 18-mule team to haul a wagon over it. Despite the fact that special low gearing is provided, the trucks have to back over the steep rises in some parts of the road. And on one of the trips a donkey engine weighing three tons was carried. This overloading should be condemned, for nothing strains a truck more than this, but the Pierce-Arrow stood the test."

"To give some idea of the destructive road conditions, I might mention that after 3,500 miles of wear the tires, which ordinarily stand from 8,000 to 15,000 miles of usage, were worn out."

Sedan Screens.

To obviate dust and dirt getting into the sedan or similar closed car during warm weather, it is a good plan to fit a screen of fine mesh wire commonly used in Pullmans over the lower half of the window.

Maxwell Triumphs Over Obstacles In Its Long Tour

Triumphing over obstacles the like of which have never before been encountered in a transcontinental tour, the Maxwell Military Express, bound from San Francisco to New York with a load of military supplies destined for France, arrived in Omaha Saturday, with Road Engineer Ray McNamara at the wheel.

The first truck to attempt a fast freight run, the Maxwell Military Express has made splendid progress. Scheduled for a run of 100 miles a day, the sturdy truck has run consistently ahead and, on its arrival in Omaha, was more than six full days ahead of its contemplated running time.

The load—more than a ton—was furnished by the depot quartermaster at San Francisco, following instructions issued by the quartermaster general at Washington. Without a sign of trouble, the deserts and mountain ranges of the far west have been

traversed, the heights climbed without overheating and the Maxwell performing in splendid fashion every foot of the way.

After a short stay at the Mid City Motor company, Maxwell distributors for Omaha, the truck continued its way to Des Moines.

McNamara has driven the entire distance without relief and his record to date, 1,896 miles, at the speed he has driven, undoubtedly constitutes a record not only for a truck of any kind, but for without relief driving.

The Maxwell Military Express was met on its arrival here by a delegation and escorted through the streets of the city in triumph. At Fremont a delegation from Lincoln greeted this latest wonder of the industry.



Omaha Auto Tinner's

2107 Farnam St.
Phone D. 3564

Expert Radiator Repairing

We take dents out of auto bodies.
We straighten out auto bodies.

Manufacturers of
Fenders, Hoods, Cowles, Gasoline
Tanks, Oil Tanks, Battery
Boxes, etc.

Looking for work? Turn to the Help Wanted Columns now. You will find hundreds of positions listed there.

Broken Rivet.
In case a rivet in the frame or other location is found to be broken, a very acceptable repair may be made by running a bolt through the rivet hole and clinching it with nut on the other end.

It is YOUR PATRIOTIC DUTY
to SAVE GASOLINE
by Using



It changes the gasoline (a hydrogen gas) into a neutralized oxygen gas, in which there can be no carbon. Gasoline treated with Powerene is of a higher gravity test and should be used with a leaner mixture with air than straight gasoline.

NO CARBON — MORE POWER
LESS REPAIRS—MORE
MILES PER GALLON

For Sale and Recommended by the following dealers:

- Blackstone Garage No. 1, 3814-16 Farnam
- Blackstone Garage No. 2, 1914 Douglas
- Milton Rogers & Sons Co., 1616 Harney
- Bemis Park Garage, 3104 Cuming
- North Side Garage, 4303 No. 20th
- Fort Tive Repairing, 1801 No. 24th
- Neb. Service Garage No. 2, 1102 N. 18th
- Meyer Hardware Co., 2915 Leavenworth
- City National Cigar Co., 405 E. 16th St.

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Built Better!
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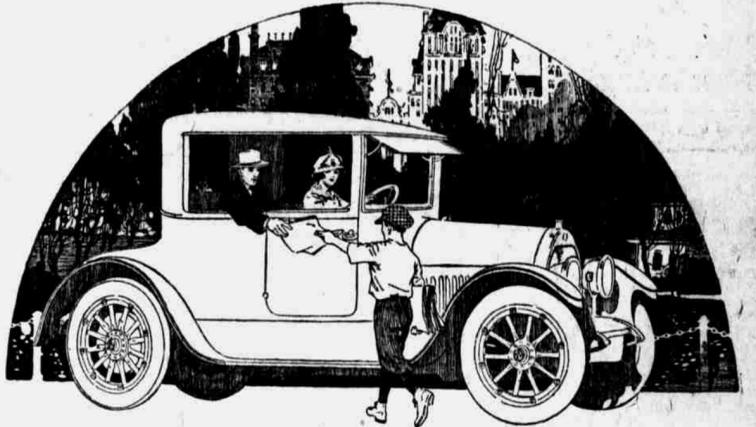
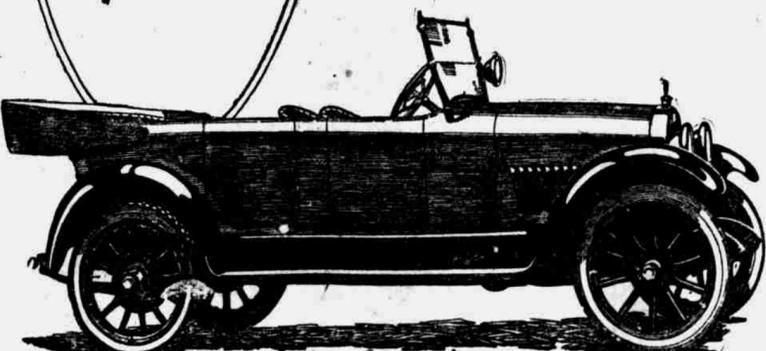
Noyes-Killy Motor Co.

Factory Distributors in
Nebraska and Western Iowa.

2066-68 Farnam St. Omaha, Neb.

Lexington Motor Company, Mfrs.,
Connersville, Ind., U. S. A.

All prices f. o. b. factory and subject to change without notice



Who Are Cadillac Buyers?

You know who and what Cadillac owners are here at home as well as elsewhere — the very backbone of the community.

Solid, substantial people who know what is good, what is best, and what gives the greatest satisfaction are irrevocably committed to the Cadillac.

The vast majority of these men and women never even think of acquiring any other car than the Cadillac. There is nothing more inspiring in the industrial market than the year-after-year allegiance of Cadillac owners. A more discriminating and appreciative body of Americans it would be hard to find.

The quiet but emphatic endorsement of those who drive the Cadillac constantly proves its worth, and the typical Cadillac owner firmly believes that he drives the finest car in the world.

A new shipment of the very latest type of Cadillac cars has just been received, including Landaulets, Suburbans, Town cars and especially finished touring cars and 4-passengers. Now is the time to buy a really efficient, time-saving, economical, easily operated Cadillac motor car.

The Cadillac is known everywhere for its permanent value and superior quality. It proves itself from year to year under all tests, and particularly in the hands of owners.

Motor car production is constantly being reduced, due to government priority orders on all available steel. Buy your Cadillac now while you may still receive delivery. We may some day be forced to ask you to put your name on our "After the War Waiting List."

Present prices cannot be guaranteed for the future. Subject to prior orders we can still make immediate delivery.

Jones-Hansen-Cadillac Co

OMAHA

LINCOLN

Vertical text on the right edge of the page, partially cut off, mentioning 'The Lincoln Highway' and other details.