

CADILLACS USED FOR SPEED IN WAR

Army Officers Making Over Passenger Cars Into Trucks for Purpose of Hauling War Materials.

Recently Mr. Howard of the Cadillac Motor car factory and J. H. Hansen of the Jones-Hansen Cadillac Co., were traveling in Colorado through Denver and made the run to the summit of Pike's Peak without putting water in the radiator. This seems to be quite a regular performance of Cadillacs in the mountains and causes more or less comment among tourists.

Mr. Howard said that the Cadillac was performing many stunts on the battle front in France which the manufacturers had no idea it would do. A report was recently made to the government which shows that the standard Cadillac chassis is being used in some instances with a stake body for hauling materials to the front line trenches where speed is absolutely necessary. The body is taken off and an improvised truck body built on by the army engineers.

In response to an inquiry from the government a short time ago as to whether the Cadillac chassis could be used for trucking purposes, Mr. Howard says that that the factory representatives said that with a few minor changes in the rear axle that the Cadillac chassis would make a speedy, serviceable truck. The necessary changes of construction were recently made and a two-ton load of sand was driven from Washington, D. C., to New York City with an average speed of 31 miles per hour.

Mr. Howard also told of a letter which they had received from a lieutenant colonel in the American service who was particularly warm in his praise of the Cadillac performance. He said that he wanted a Cadillac Eight delivered to him immediately upon his return to the states, and agreed to forward check as soon as he was advised of the list price. The Cadillac factory advised him that if he would send \$1 to bind the bargain that they would deliver to him a Cadillac Eight at any port in the United States upon his arrival. Further than that, they agreed to sell it at the present list price regardless of the fact that further advances are almost certain.

Tractor Plays Big Part in Road Work On Highways of State

According to Frank de Brown of the Nebraska Parrett Tractor company, Lincoln, Neb., the tractor will play an important part in the construction and rebuilding of the various roads in the state.

Last week a Parrett tractor was loaned to a good roads committee working out of Lincoln over the O. L. D. route. This furnished the motive power for one of the highway maintainers manufactured at Havelock. The outfit left Lincoln on Thursday and had graded the road between Lincoln and Millard by Saturday, July 20. Owing to heavy rains they were temporarily held up, but expected to have the work completed by the latter part of last week.

There is a plan on foot, according to De Brown, to operate tractor propelled outfits both ways out of Lincoln in maintaining the highways. A surprising amount of work can be accomplished with motive power of this sort and undoubtedly such a move will add greatly to the effectiveness of road construction.

Liberty Gas Company Looks for Agent to Handle Products

The Liberty Gas company of Minneapolis, Minn., has had a representative in Omaha during the last few days, whose object is to contract with some responsible party for the handling of their product in this territory. Liberty Gas, according to its back-



Tires That Never Wear Out

A car that will jump over fliwvers instead of having to go 'round 'em.

Lemonade Shaker Attached to the Differential

Drawn for the Chalmers Monogram.

Some Auto

ers, is a substitute for gasoline, which will sell for about 2 cents per gallon less than the present price of low-grade gas. According to the information which the manufacturing company is presenting, this gas is equal to the high-grade gas now on the market. A shipment of this gas is now in Omaha and the manufacturers expect to make demonstrations within the next few days.

A Packard car using this fuel is in Omaha now enroute to the Pacific coast. This run is being made to demonstrate the qualities of Liberty gas.

Omaha is to Be Distributing Point for Turnbull Firm

George Wieland, general sales manager of the Turnbull Motor Truck and Wagon company, spent Friday and Saturday with Carl Changstrom of the Standard Motor Car company, distributors of DeHance trucks manufactured by the Turnbull company. According to Mr. Wieland, the Turnbull people are promoting a new policy in regard to dealer contracts. From all indications it is quite evident that the supply of DeHance trucks will nowhere near keep pace with demand, and for this reason the manufacturing company has decided to contract with only a few dealers throughout the United States. The present plan calls for about eight or ten distributors.

This plan, it is hoped, will do much toward keeping dealers who have contracts supplied with trucks, and they feel that by taking care of the demand in certain localities better results will be gained than by sending trucks hit-and-miss to all points in the country. Omaha is one of the distributing points which have been decided upon by the manufacturing company.

Noisy Gears. Noise in the driving bevels of the rear axle is commonly caused by

poor adjustment, allowing too little or too much backlash. Bevel gears in use today have a method of adjusting the depth of the mesh obtained either by moving the whole differential unit sideways or by movement of the driving pinion.

"Fordson" Tractor Here; Makes First Appearance

The "Fordson" tractor manufactured by Henry Ford and son, Dearborn, Mich., made its initial appearance in Omaha last week. Demonstrations held Friday and Saturday were attended by large crowds and it is said that the Douglas county allotment was practically all sold at the time.

Ten thousand of these tractors were shipped to England last year where they worked night and day and were largely responsible for the very largely increased grain production. Judging from their work here they will be just as important to the Nebraska farmer as to his English cousin. It is

said that a full line of farm implements to work with the "Fordson" will soon be on the market so that the completely motorized farm is a possibility of the very near future. "Fordson" tractors and associated machinery will be handled here by the authorized Ford agents of Omaha who are all well equipped to give proper service with every tractor sold.

Lexington Proves Itself to Be the 1918 Minute Man

"Living up to our historical traditions, America in 1918 is again proving itself to be a Minute Man nation in war preparation," says W. L. Kilby of the Noyes-Kelly Motor company.

"Not the least important part of the activities have been the successful promotion of important war savings campaigns. Here our ingenuity is being displayed. In one of the recent drives for war saving stamps, one of the Lexington distributors has helped

to make a local campaign go over with a bang.

"The idea of this dealer consisted in donating the use of a Lexington Minute Man Six to the cause. In the car were seated an attractive couple impersonating the Spirit of '76, which

lives again in 1918. These characters were none other than Paul Revere, the original minute man, and seated at his side was Martha Washington, the first lady in the land at that time. "To incorporate some of the present day background, the tonneau contained some real up-to-the-minute Yankee tars. This Lexington Minute Man Six took a leading part in one of the big drives and helped put Chicago "over the top" with its war stamp quota."

APPERSON

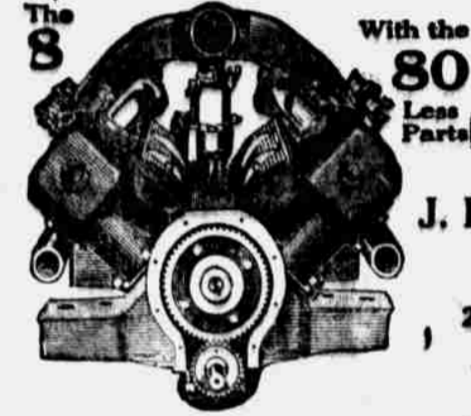


Anniversary Car

LONG experience in automobile science and art has produced this distinctively new Apperson Anniversary Car. Design, appointments and coloring are tastefully unique; finish unexcelled.

Just as the Apperson Bros. built the first practicable American gasoline car, just as they have, through 25 years of pioneer work, been first in invention, construction and in road, track and hill-climbing contests—they have now produced this master car with the simplified 8 motor with 80 less parts. It is their greatest triumph.

You will like Apperson bigness, 130-inch wheel-base, deep, roomy seats, and the tremendous power. When can we expect you in?



With the 80 Less Parts

J. H. De Jong Auto Company, 2060-62 Farnam St. Omaha, Neb.

"Fill Me Up With Your Cheapest — My Car is a Chalmers"

Ever heard that order given at a gasoline filling station?

You will if you just wait till a Chalmers drives up.

At some of the larger stations you'll see a row of three or four red pumps.

On each is a price, and in some cities the price will range from say, 20%, 23%, 27% to 30 cents per gallon.

Watch the different makes of cars as they arrive for refilling of tanks.

The "temperamental" ones will insist on the high-test gasoline only. And pay the high price.

They will tell you, that with the low-test gasoline, their cylinders fill with carbon, the carburetor will not function, and that the power produced is—nil.

Well—they ought to know. They are driving those cars.

The Chalmers owner is the exception to the rule.

He stops at the first pump—the cheapest, heaviest, low-test gasoline.

He knows he is buying a liquid that is practically kerosene. But he also knows his Chalmers motor will burn it—and consume it perfectly.

And if he knows all the facts he will appreciate also that there are more heat units per gallon in the heavy than in the lighter fuel.

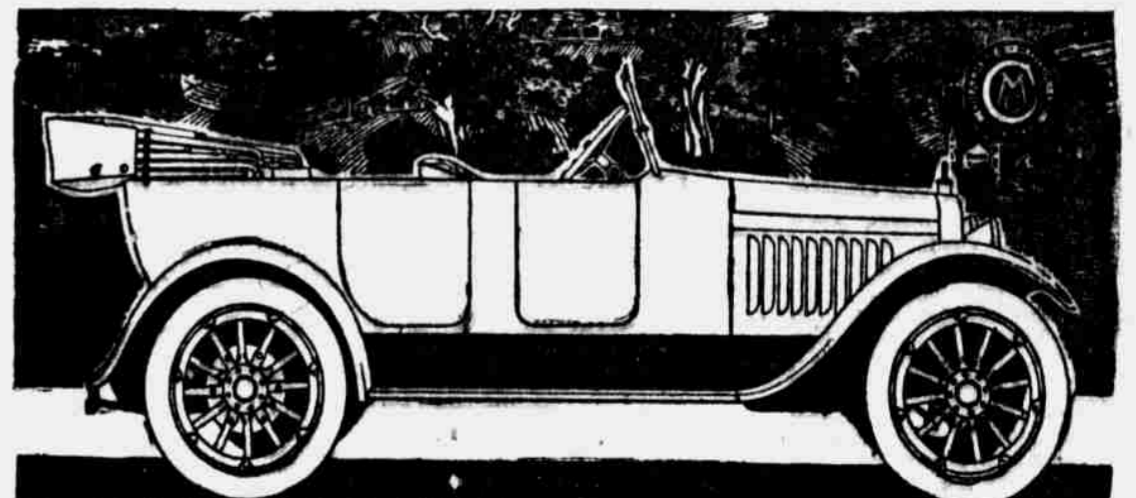
So his efficiency is greater at the same time that his fuel bill is less.

Yes—you have it—the famous "Hot Spot" and the "Ram's Horn" manifold as you find them in combination only in Chalmers Motor Cars, are responsible for that condition.

You obtain a four-fold efficiency in a Chalmers—we'll tell you how in the next advertisement.

Meantime, drop in and let us show you just what the "Hot-Spot" and the "Ram's Horn" really are—what they accomplish—and how.

Then you will understand the reason for the tremendous popularity of the Chalmers—a popularity and a demand so great that everybody in the trade concedes, "This is Chalmers year."

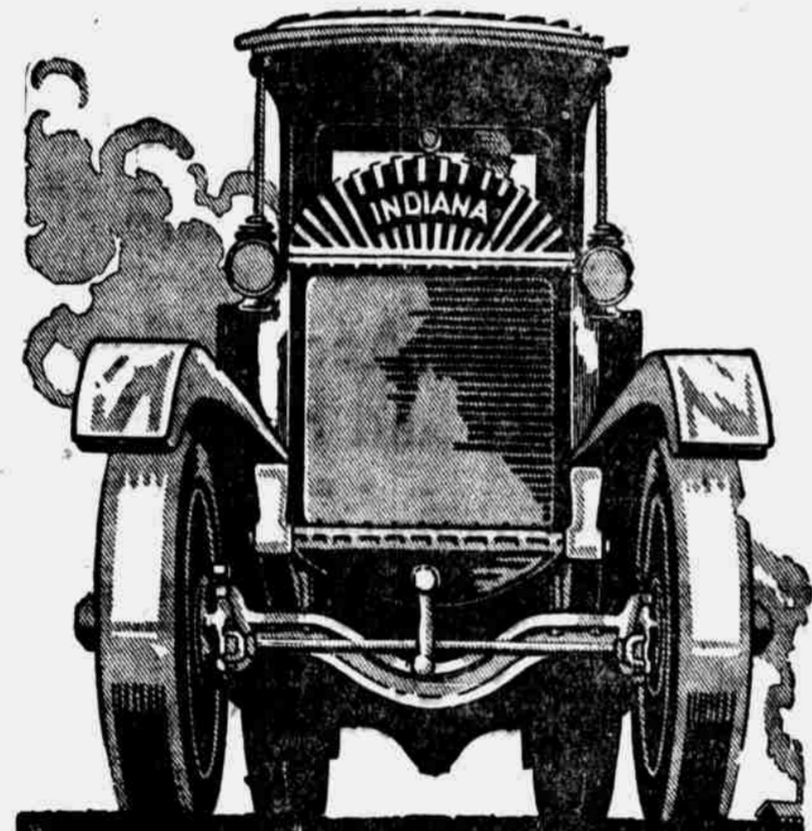


Touring Car, 7-Passenger \$1618 Touring Sedan \$9350 Town Car Landaulet . . . \$2085
Touring Car, 6-Passenger \$1268 Cabriolet, 8-Passenger . . . \$1985 Limousine, 7-Passenger . . . \$2985
Standard Roadster \$1265 Runn Car, 7-Passenger . . . \$2925 Limousine Landaulet . . . \$2085
All Prices F. O. B. Detroit Subject to Change Without Notice

Western Motor Car Co. Distributors

Omaha, Neb.

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112% Reserve Strength

NOT only does this tremendous reserve strength that is built into every part of the Indiana Truck reduce maintenance cost but astonishingly lengthens the truck's life and gives amazing earning power.

The Indiana is being recognized more and more as "America's Greatest Truck Value." Consider these facts—the rear axle—the load carrier of a truck—is tested to 100,000 miles; special heavy-duty, high-powered motor; oversize, heavy-duty bearings, 4-speed transmission, gasoline-saving carburetor and a magneto of 100% dependability; the clutch is known to be supreme for trucks.

Get to know how much you can save by having the Indiana haul your load over your roads. We have the figures. Write, call or phone.

"If Motor Trucks Could Be Built Better for More Money Indiana Would Build Them."



Standard Motor Car Co. CARL CHANGSTROM, Pres. 2020-22 Farnam St. Phone Douglas 1705 Omaha, Neb.



New Life in the Old Car

There's nothing that puts new vim and vigor in the old car as a new battery will.

And there's no battery that will keep the kick in the spark so long and so reliably as the Still Better Willard with Threaded Rubber Insulation.

You'll know this insulation is inside when you see the Willard trademark brand outside your battery.

Come in and ask about this big battery improvement—and get our booklet "A Mark with a Meaning for You."

Nebraska Storage Battery Company

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Red Oak Storage Battery Company, Red Oak, Iowa.

