

AUTO PLAYS BIG PART IN MEXICO

Packard Representative Says That Horses and Mules Are Useless in Some Cases.

MOTOR TRUCKS ARE UNTIRING

"If Uncle Sam had to depend on horses and mules for his army transport service, the Mexican expedition in pursuit of Villa would be an utter impossibility. This is the statement of C. E. Morton, special field representative of the Packard Motor Car company, on his return from a four weeks' observation trip along the southern border and across the line in Mexico.

"It's a simple matter of arithmetic to prove the horse and mule useless in keeping open a long line of communication in the southern republic," said Morton. "Let us consider the line our soldiers are now maintaining between Columbus, N. M., and the present front. When I left, a few days ago, this was a distance of 850 miles into Old Mexico, a round trip of 1700 miles necessary for every load of supplies carried in. The Packard trucks, capable of ten miles an hour even in that trackless desert, make the round trip in seventy-two hours of actual travel.

"Army regulations call for seventeen miles per day as the maximum travel for mules. This would mean more than forty-two days for the trip. At this rate a six-mile team could haul sufficient load to keep it alive for the journey, not to speak of carrying any supplies for the fighting man. Each mule is fed three quarts of oats three times each day, which means for six mules nearly two bushels per day. In the desert going, sixty-nine bushels of oats would make a capacity load. But in the forty-two days on the road the mule would consume nearly seventy-one bushels.

"And the above figures do not take into account the food and water for the driver and his guards and the water which must be carried in some parts of the country for the animals. The trucks, on the other hand, handle an almost capacity load of supplies for the men in the field besides the rations for drivers and guards and a supply of gasoline and lubricant.

"The life of the expert driver and mechanic who accompany the Packard trucks is a strenuous one. The men are traveling through a country that is practically a desert; they have been made the target of snipers on several occasions, luckily without serious consequences, and in all ways are leading the lives of regular soldiers. They are even served their rations from army mess outfits which travel with them under the care of enlisted cooks.

The truck trains camp wherever night overtakes them, and making camp is a reminder of one of the oldest principles of warfare. The twenty-seven trucks making up the train are maneuvered into the formation of a hollow square, within which are parked the officers' touring cars. Then the men roll up in their blankets and sleeping bags for their rest.

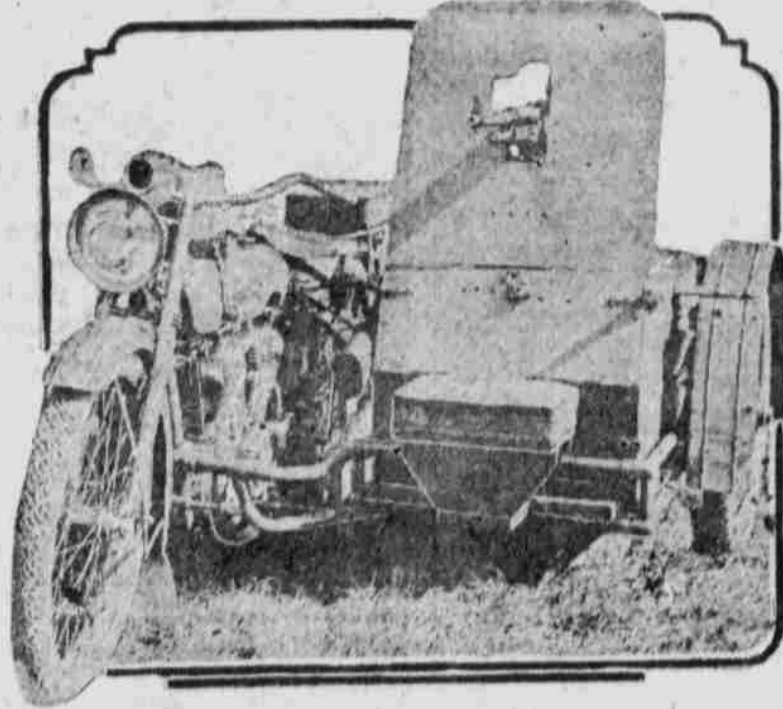
"Needless to say, there is a strong guard posted every night, the men doing picket duty in two-hour shifts from dark until daylight."

Says Accessories Overtax Batteries

When a motor car manufacturer builds a car, he puts in it a starting and lighting system to suit the rest of the car. Then he gets a battery with sufficient capacity to take care of that electrical system.

According to the Nebraska Storage Battery company of this city, distributors of Willard batteries, some owners tax their batteries by adding horns, lights and electrical accessories. The Willard company has suggested that those car owners who want additional electrical equipment, take advantage of its service station and let the expert in charge determine what capacity of battery is needed to adequately care for every piece of equipment without danger of keeping the battery in a weakened condition.

NEW MACHINE GUN CARRIER—Designed by William S. Harley, to conform with United States Army specifications.



The machine gun is the regulation Bennett-Mercer, which is standard in the regular army and also in the National Guard of all the states which have machine gun companies. Mr. Harley has worked out a mounting so that the gun can be mounted or dismounted from the gun car in less than ten seconds. In other words, this new weapon of warfare can utilize all the speed of the motorcycle in getting into action, firing directly from the gun car, or it can be dismounted instantly, to take advantage of topographical conditions, gullies, rav-

ines, mountains, etc. When firing from the car the gunner has the protection of the armor plate, as shown in the photograph. The armor plate and gun can be swung in a complete circle, there being a seat in the back similar to the one shown in the front, and the ammunition being accessible from both the front and the rear of the gun car. The gun car carries 200 rounds of ammunition, although the government specifications provide for but 100 rounds, an additional 100 rounds being carried on the ammunition car with the same United States type chassis.

TRUCKS TESTED AT FRONT

American Ingenuity is proving Superior to European Experience in Mexico.

GOODRICH MAN ON CONDITIONS

"Extremes in daily temperature make travel by motor truck over the barren wastes of northern Mexico a hardship to American drivers engaged in General Pershing's Villa hunt. Following a day of scorching heat will come a night of chills and frost. It is common for drivers to postpone advances in the morning until the sun's warmth has melted the ice in the radiator. Despite such handicaps, the manner in which the more than 30 American-made motor trucks are being managed is a tribute to American ingenuity."

Such is the word brought back from the Mexican border by A. H. Leavitt, assistant manager of truck tire sales for the B. F. Goodrich company, Akron, O., who returned last week after an interesting stay with the army at Columbus, N. M. He was there to assist in the opening of a new Goodrich truck tire distributing store, as a convenience to the government in securing quick service in tire renewals. C. R. Seifens, Goodrich service man, is stationed at Columbus.

"I had an opportunity to talk with a number of well known newspaper correspondents while in Columbus," stated Mr. Leavitt. "Without exception, they declared that the United States army is handling motor trucks far more efficiently than the British, French and German field forces. Uncle Sam's men are doing this despite their comparative inexperience with motor trucks adapted to actual war conditions. For years the European armies have learned to rely on motor trucks as important war aids. But, according to the newspaper men at the border, the American trait of alertness in rising to the emergency is making up for lack of experience and advance planning.

"In Europe the road conditions for motor trucks are most ideal. In Mexico

the truck trains that have penetrated the interior for a distance of 600 miles and more, have encountered difficulties that are most extreme in hardship, both to truck equipment and drivers. The best roads over the deserts, hills and mountains are nothing more than uneven trails, and there is a stretch of seventy-five miles followed by the war trucks that must be followed over the hardest, most nonresisting lava beds."

CRAWFORD AND SULLIVAN BECOME ROOMIES AGAIN

Those two old cronies, Bill Sullivan and Sam Crawford, are roommates when the Detroit Tigers are on the road. "We're together again after many long years," says Sullivan. "Sam and I were teammates at Grand Island back in 1891. I beat him into the major league. I left to join the Boston Nationals one Saturday night, and Crawford left to play with the Cincinnati Reds the next day.

"We both reached our respective clubs on Monday, so he had me tied when it came to actually competing in a major league game."

FOR AUTOMOBILES
Good Oil Is Cheaper Than Bearings.
PANHARD OIL
 Stick to a trade-marked oil such as PANHARD. It is of known high quality and runs uniform from month to month, and year to year.
 Get a supply at
POWELL SUPPLY COMPANY
 OMAHA
 2061 Farnam
 FOR MOTOR BOATS

Window Displays Count in the Auto Selling Business

The briskest selling season of the year is at hand for the motor car salesman and the man who gets the largest share of business in these days of keen competition is the one who takes advantage of every opportunity that modern merchandising methods can suggest. One of the important factors in the retail selling of motor cars—and one too frequently neglected—is the proper use of show windows. The Paige-Detroit Motor Car company is taking up this matter with its dealers, urging each man to use whatever show space he has to the fullest advantage.

"Dealers frequently pay high rent for a desirable location that gives them splendid window space and then fail to use the windows to the best advantage," says Henry Krohn, sales manager of the Paige. "That is a waste of rent money. As a writer once pointed out, it is like renting a room in a hotel and then sleeping on the sidewalk. The windows are the most expensive part of a store, if the rent is properly analyzed, but instead of being an expense, the cost of windows becomes an investment producing handsome returns if the windows are properly used. A judicious and tasteful display has sold many an automobile and in numerous instances it is undoubtedly just that deciding factor that swings a prospect into the door of the dealer who makes the sale.

"We are calling the attention of our dealers to these facts and are pointing out that this is the time of year when show windows and salesrooms should be at their best. If it pays a haberdasher to display his neckwear and other goods it will pay a motor car dealer to dis-

play his new models. We are therefore urging our dealers to make the best possible use of their windows and we are giving them concrete suggestions on how to decorate both windows and salesrooms."

Saxon "Six" Bests Mud of Big Flood Area in the West

"Wherever the road leads the Saxon Six will go," is the slogan of Howard B. Smith, Saxon dealer at San Diego, Cal. Smith adopted this after the floods in the San Diego valley.

While the foundation did not strike San Diego city, it swept over the back part of the country, forming a lake many miles wide. In the Tiwana valley a little break was transformed into a torrent that swept over its banks, demolished everything along it and covered a big territory.

It washed out a new race track and many bridges. The little village of Tiwana, just across the Mexican line, was isolated by the flood and when the water receded there was a large plain of mud and quicksand. To bridge this temporary structure were erected.

Because of the hurry and scarcity of lumber the bridges were constructed in the form of two troughs, wheel widths apart. The middle was open. Little attempt was made to level the bridges, so that they were up and down like a roller coaster.

Smith took his Saxon "six" over these bridges and through thirty-one miles of mud without a hitch. During the muddy run, the car was in the mire up to the hubs. And California mud is noted for its stickiness.

There wasn't a single delay, however, in the progress of the Saxon. Smith had no trouble in driving and he says that at no time was there even a question as to the Saxon's ability to buck the mud.

Allen \$795
 F. O. B. POSTORIA

Leads In Its Class
 We regard our reputation too highly to print exaggerated statements. Therefore when we say the Allen leads in its class we mean it and we're ready to meet any contradiction. You simply can't buy more car value for the money. If you are going to buy a car under \$1000 and fail to examine the Allen, we believe you will get less than your money can buy.

Note These Specifications:
 37 H. P. Motor (4 cyl.)
 Volt Power Plant
 Westinghouse Electric System
 Gas tank at rear, vacuum feed

STANDARD MOTOR CAR CO.
 Carl Changstrom, Mgr.
 Western Distributors
 2010 Farnam Street, Omaha

Factory Address: THE ALLEN MOTOR CO., Postoria, O.
 Send for the new Allen booklet "Shaking Hands With the Maker"

PAIGE
 The Standard of Value and Quality

IN the earlier days of the automobile industry, wealth and social position traveled almost exclusively in the car which bore a foreign maker's name. But times have changed — standards of value have changed—personal view points have changed. People of wealth and social position still insist upon luxury and elegance in their motor cars. But, now, they also demand at least a fair return upon their motor car investment. It is for this reason that the Paige, Fairfield "Six-46" has been so universally adopted by well-to-do people in all sections of the nation. In beauty of line and design, this car rivals the most artistic productions of Europe. It is refreshingly distinctive, and embodies every convenience and luxury that a critical motorist could desire. It is a big car, a powerful car, a comfortable car—and, withal, an economical car. It is literally and actually "the standard of Value and Quality."

The price—complete—is \$1295.

Paige-Detroit Motor Car Company
 Detroit, Michigan

Murphy-O'Brien Auto Co.
 1814-18 Farnam St. Phone Tyler 123

Flintwood "Six-36"
 5-passenger
\$1050
 F. O. B. Detroit

Fairfield "Six-46"
 5-passenger
\$1295
 F. O. B. Detroit

HAYNES
 AMERICA'S FIRST CAR

HAYNES
 America's Greatest "Light Six"

New Series Models 36 and 37 embody many refinements including seat covers, aluminum pistons, improved body lines, gipsy curtains, ammeter, hydrometer. The engine in the new Haynes "Light Six" is the same light, high-speed, 55 horse-power motor, that develops more horse-power than any other engine of the same bore and stroke. It will speed up to more than a mile a minute or throttle down to less than a mile an hour. In actual performance it has flexibility, hill-climbing power, get-away ability, and economy which have made Haynes users enthusiastic boosters. This has resulted in a sale that for 1915 practically totalled the combined output of the other car makers of Indiana.

See this wonderful car—the car that has been the automobile sensation for the past year—the car that has developed into the most popular "Light Six" on the market.

PRICES
 3-passenger roadster (illustrated) 121 inch wheel base . . . \$1485
 5-passenger touring car, 121 inch wheel base . . . \$1485
 7-passenger touring car, 127 inch wheel base . . . \$1585

Nebraska Haynes Auto Sales Co.
 2032 Farnam Street