

FORD SELLS DELIVERY CARS

Over 400 Firms Employ Fords for Delivery Purposes.

LITTLE CAR PLAYS BIG PART

The Light Car is Able to Negotiate Roads and Hills that Would Prove Stumbling Block to Large Trucks.

The Ford Motor company recently printed a list of nearly 400 commercial concerns that are using three or more Fords.

The success the Ford has met in serving commercial houses and in solving the transportation problem of city and traveling salesmen is attributed to several facts.

"To build and market 150,000 cars in one year, the record of the Ford Motor company for 1913, requires a remarkable system of distribution.

Direct branches of the central organization at Detroit are located in forty-six of the largest cities of the world, and the number is steadily increasing.

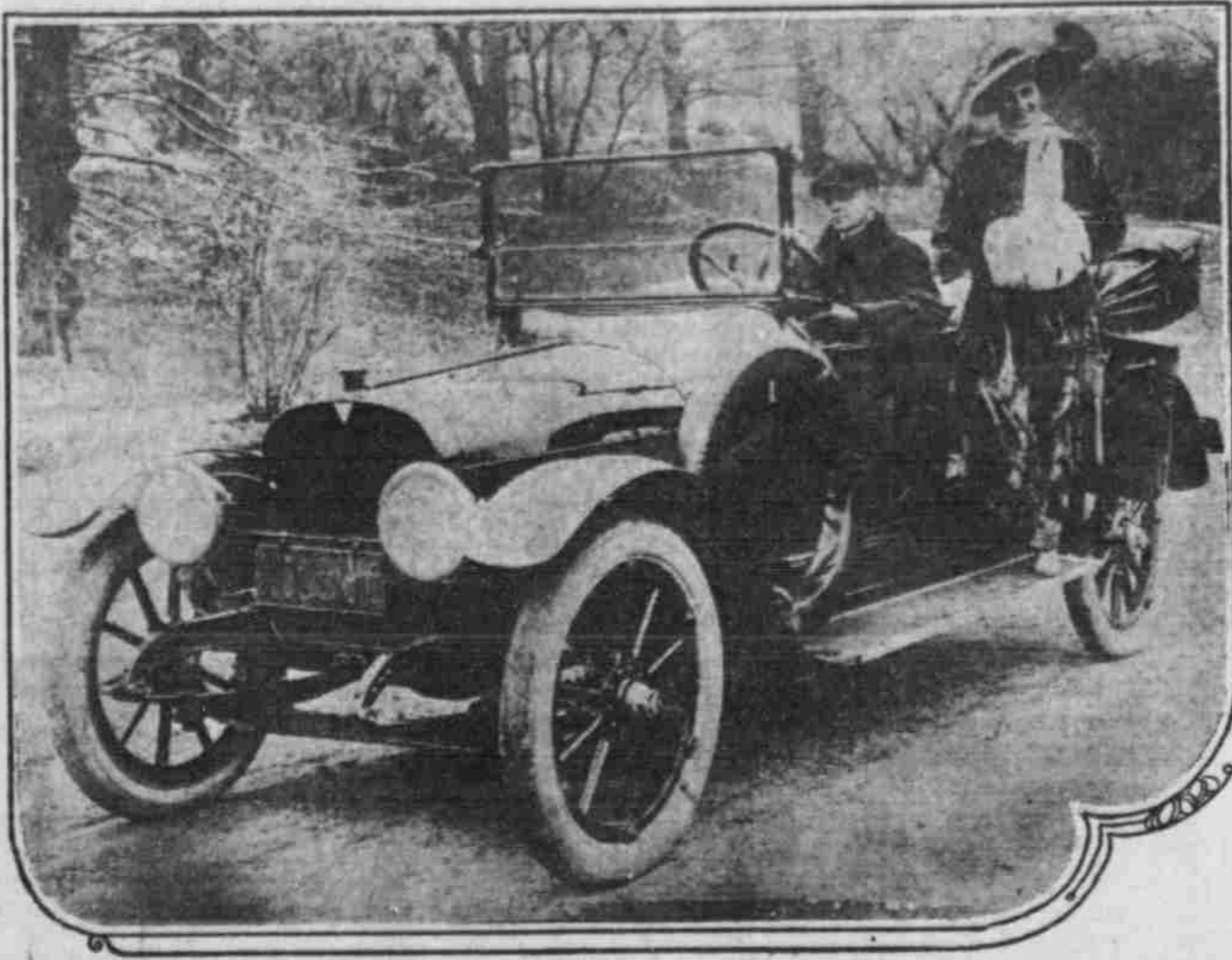
"A new service, the erection of assembling plants, in many of the cities where Ford branch houses are located, is now being perfected.

OMAHA MAN DECIDES TO BUILD ASSEMBLED CAR

G. E. Scates, who is manager and superintendent of the Nebraska Automobile school, has returned from Chicago.

Mr. Scates says that while in Chicago he saw a fine line of cars, and was greatly tempted to take on an agency, but he has almost decided to build an assembled car himself.

Operatic Star Admires Hudson Automobile Exhibit



Miss Agnes Berry, for three years a member of the Chicago Grand Opera company, was in New York during the fourteenth annual automobile show and, while there, visited the Hudson motor car exhibit at the Grand Central Palace and was extremely pleased with the streamline design.

Hudson models displayed, she was given an opportunity to ride in one of the new six-50 models, and her appreciation of the favor took the form of a letter, from which the following remarks are quoted:

and, upon closer inspection, its beauty of color, finish and upholstery are revealed. Later, during a tour of Central park in the seven-passenger phaeton, I was permitted to take the wheel and marveled at the ease with which I could drive and handle the car.

LIGHT SIX IS COMING CAR

Car Described as Happy Medium Between Heavy and Light Car.

STANDS ACID TEST OF USAGE

After Year of Substantial Service Manufacturers Find It Unnecessary to Make Improvements on Light Six.

A few years ago the purchaser of a motor car entered a sales agency, picked out the car which most appealed to his aesthetic senses and departed happy in his choice.

And nine times out of ten those purchasers bought scrap heaps. Seldom did they get a real car. But that was not the fault of the builder or the buyer.

For several years the automobile prospered on that basis with no tendency toward floundering. Salesmen who are today selling expensive cars with 100 per cent intrinsic value sold cars in the early days of the game to the same persons they are now, but they didn't sell cars in those days, they sold rattle traps.

But the salesman, the builder and the customer soon found out the fallacious points in the old style car. They all saw at approximately the same time that the motor car industry like every other industry must forge to the fore in the way of improvements. The critical

eye of the customer soon found that there were innumerable points about the automobile that should be remedied. And when the customer began to think along these lines the builders began to think also and in order to think ahead of the buyers they employed designers to constantly work in efforts to find some new improvement that could be attached to the motor.

Years of laboring, new additions, better cars led to changes every year; some of them great, some of them slight, but all important. But at last it looks very much as if the evolution of the big American industry has come to a culmination. A car has been designed and marketed now for a year which will prove its superiority over every other kind of car and that car is the light six.

The vast and luxuriant comforts of the big, expensive cars and the powerful engine of the large machines have been so designed that they are now placed on a light, but sturdy frame to make that happy medium, the light six.

Dealers Like the Car. There seems to be a unanimous feeling among dealers that the light six is the car which will prove its metal and stay to the very end. Speaking of the light six, W. L. Huffman, agent for the Chandler, asserted that he believed the light six to be the ideal car.

Headlight Dimmers. Legislation in big cities is responsible for the number of cars equipped with electric headlight dimmers. As the use of glaring headlights is becoming a misdemeanor, the manufacturers are taking steps to correct the evil by furnishing the dimming devices. These differ in design on many of the cars. The Lozier models have a resistance coil, which cuts down the power of the lights by the turning of a switch.

Actual Experience Only Sure Method of Deciding Value

"Practically everybody who drives nowadays has had experience with some one four-cylinder car," says George E. Tooner of the Stewart-Tosser Motor company. "But I really believe that a great many of the people who set themselves up as critics of the six know little or nothing about the merits of a six, as compared with a four, in actual performance."

"The average owner does not ride in any other car than his own. If he happens, then, to be the owner of a four-cylinder car, his entire automobile experience is very probably confined to this one type of car. He doesn't know anything about the six, except theoretically. The only way for any driver to decide the question of superiority between the six and the four is to try both types."

"You should require some sort of standard test of the various sixes. Your experience will have proved the six-cylinder principle superior to the four-cylinder principle; but it is a fact that the one six you try may not be a criterion for judging all other sixes. You know there is a vast difference between four. The same differences exist among sixes. Demand of every six a demonstration in actual performance of the qualities which you want in your motor car. Apply the same test to every one of them. Only in this way—through actual experience—can you determine which car is the best for you to buy. Don't simply take the word of someone who poses as a critic of motor cars. Remember that most people know very little about cars except the one or two they have actually driven."

Aids Lincoln Highway. "From Indianapolis to Frisco via the Lincoln Highway" is the title of a show to be staged by the Indianapolis Motorcycle club, the proceeds of which are to go to aid in the Lincoln highway movement.

MOVE PAIGE MOTOR FACTORY

Transfer is Made Without Cessation of Any Production.

MADE BY TRUCKS AND PICKUPS

Change of Entire Plant From One Building to New Building Two Miles Away One of Remarkable Things of Motor World.

In the history of the motor car industry, probably no more ingenious solution of a tremendous problem has been recorded than the method by which the Paige-Detroit Motor Car company is just completing the transfer of its entire plant to its mammoth new factory.

The moving of a factory of any size or kind usually entails a big gap in production. Time is lost in actual moving; time is lost in starting production after the move is made; departments are held up for stock and the whole operation means usually weeks of turmoil before production is again smoothed out. It required an entire month's preparation before the move by the Paige company was even started; it has taken a month to complete it, and the method used is as interesting as it has been successful.

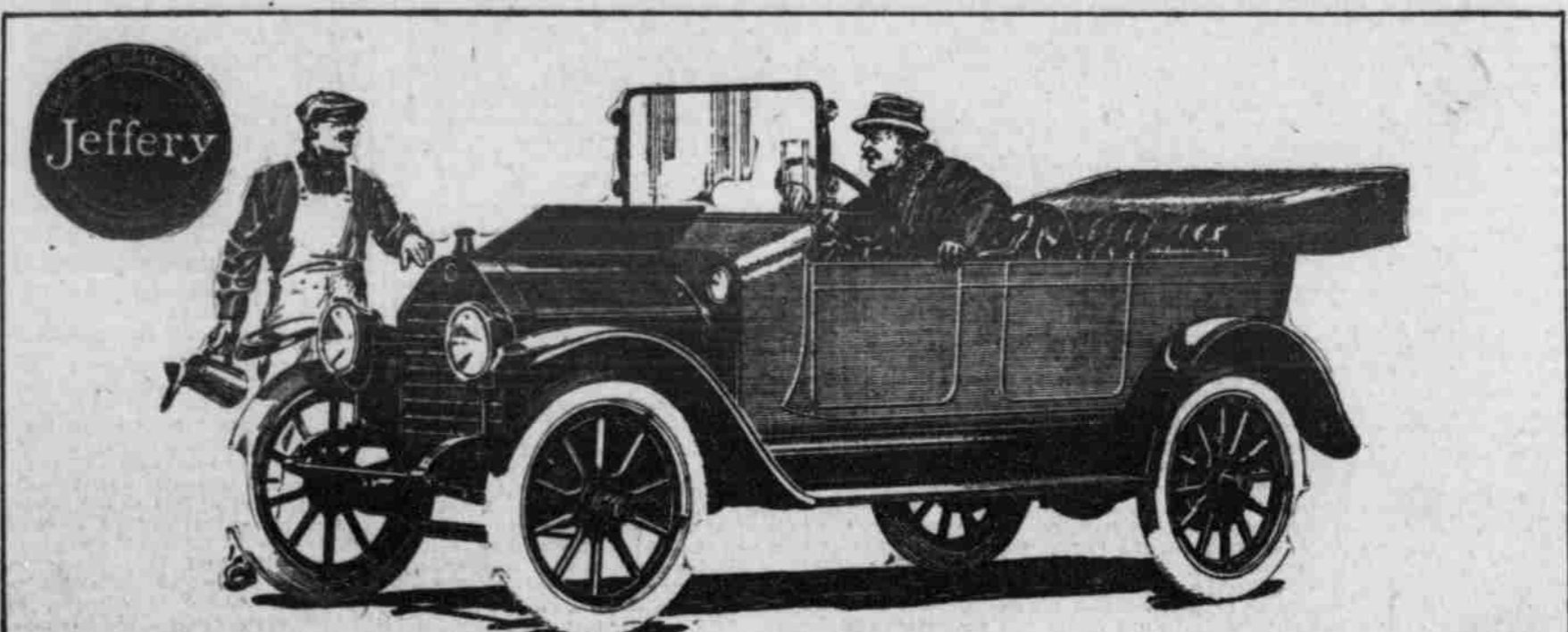
department was moved separately on given dates and in a manner that would have no effect on the rest of the plant. The motor assembly department, for example, was given a certain moving date, and on that date was sufficiently ahead in production of the other departments to give it ample time to be running smoothly in the new factory before the rest of the production caught up to it.

An added interesting feature is the fact that this transfer of a motor plant with a yearly capacity of 12,500 cars, has been made without the use of a single extra working gang—and the entire hauling has been done by the company's own motor trucks and factory "pickup" cars.

KISSEL KARS ARE SOLD TO MEN OF HIGH RATING

Among the many Kissel sales made by G. D. Shugart of Marshalltown, Ia., within the last three years, 111 were bought by men who have a rating of over \$50,000 each. This is remarkable and verifies the belief that men of wealth are buying a larger per cent of \$1,000 cars than in years gone by.

Key to the Situation—See Advertising.



"You've got a fine car there!"

THE man who knows—the expert mechanic at your garage, will give you the most enthusiastic endorsement of the new Jeffery Four. When he says, "You've got a fine car there," it means a lot. He knows what to look for; he knows what there ought to be in a moderate priced car to make it really high grade.

The expert mechanic will tell you that he's been hoping that someone would do what we've done with the Jeffery, but he didn't expect it for another year. He'll back up our claims for the new Jeffery high speed bloc-type motor. He knows that such a motor, the new European type, provides the only way to give you power and speed without heavy expense—that the day of the heavy motor is past. The heavy motor has predominated in America. On the other side the light car leads the field by a wide margin. Here the Jeffery motor is considered extremely light—over there it's a giant.

Here is the lesson of the Paris show. Out of eighty-six exhibitors, fifty-two did not show a single model with as large a piston as is used in the Jeffery, light and compact as it is. The average European bore and stroke has been fixed at 3.1 by 5.5 inches. The Jeffery is 3 1/4 x 5 1/2.

Here is the lesson of the New York show. The Jeffery with its new European type of high speed motor, its new European type of body design dominates here just as the same ideas dominate abroad.

The Jeffery Four at \$1550

is the first high-grade car at a moderate price. It is the first car in its class to offer you speed, power, strength, reliability, economy, quality, and—above all, comfort.

The specifications are briefly stated below. Go over them with any expert mechanic. They tell the story. Send for the "Jeffery Circle." These points are covered there in more detail. They show where the big value comes in; where extraordinary quality is maintained.

U-S-L starting and lighting, without chains, gears or belts. Imported annular ball bearings. Speed up to forty miles an hour, shut off your engine and coast half a mile.

Spicer universal joints, combination force feed and splash oiling system; four-speed transmission—the lightest and easiest to operate.

High-grade, full-floating type rear axle on imported annular ball bearings—a delight to the mechanic.

Flexible leather coupling between clutch and transmission.

Vanadium steel in springs, rear axle drive shafts and front axle. Rayfield carburetor; left drive and center control. Pressure-feed gasoline tank; pump operated through cam shaft. Bosch Duplex ignition. Solar lamps with dimmer, operated by four-position switch.

The Jeffery Four equipment includes Neverleak top, rain-vision windshield, Stewart-Warner speedometer, ammeter, extra demountable rim, with carrier, electrically lighted dash replete with latest attachments. Klaxer horn and complete tool equipment.

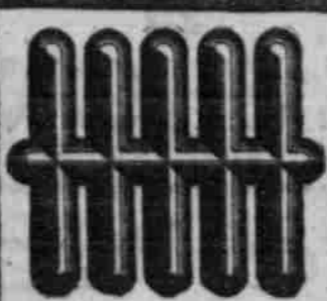
Rambler Motor Company

2052-2054 Farnam Street Omaha, Nebraska

SAFETY FIRST

THE BEST WAY ON THE WORST ROADS IS WITH

Goodrich Safety Tread Tires



Five Bars and a Crest the "Safety First" Symbol. Just the unit-group of bars and crests to grip the road and distribute joints and strains evenly, so that the Safety Tread runs like a smooth tread and gives longer wear and service.

THE TREAD THAT MAKES THE BRAKE EFFECTIVE

This shows how the five thick, tough Goodrich rubber fingers of the Goodrich Safety Tread dig right down and grip and hold the roadway.

They give you better service, longer wear and lower-cost mileage because of the extra thickness of tough Goodrich rubber at the point of contact with the road.

They give you all this because of Goodrich quality in the tire, where quality has to be to insure Safety First for you. It is the quality of Goodrich Tires which makes them the standard by which all high-grade tires are judged.

And this makes the purchase of Goodrich Tires a wise purchase in addition to the money-saving feature—because you never bought better tires than you get in Goodrich this year—yes, not as good.

Don't pay more than the prices named below for the accepted standard non-skid and smooth tread tires:

Table with 4 columns: Size, Smooth Tread Price, Safety Tread Price, Grooved Tread Price. Rows include sizes 30x3, 30x3 1/2, 32x3 1/2, 33x4, 34x4.

Omaha Branch, 2034 Farnam St.

The B. F. Goodrich Rubber Company,

Factories: Akron, Ohio. Branches in All Principal Cities

There is nothing in Goodrich Advertising that isn't in Goodrich Goods