

TRUCKS REPLACE HORSES

Motor Vehicles Increase While Wagons Decrease in Chicago.

FEW HEAVY WAGON TRUCKS

Collector's Bureau in Chicago Shows Only Seventeen Four-Horse Vehicles in City, While There Are Many Motor Trucks.

Exact data, just made public by Edward Cohen, Chicago city collector, furnishes an interesting comparison of the delivery methods now in use in that city. All vehicles in Chicago, whether used for pleasure or business, must be licensed. As the city derives a large revenue from this source, comparatively few vehicles escape registration.

The license list compiled by Mr. Cohen shows the speed with which motor vehicles are replacing horses as a means of heavy duty transportation. Since 1911 there has been a decrease of 1,788 in two-horse wagons. During the same period is noted an increase of 3,408 in the number of commercial motor vehicles. Of the latter 2,013 are delivery wagons of less than one-ton capacity, while 1,395 are heavy-duty trucks. In April of this year only seventeen four-horse vehicles were in use in Chicago.

"The figures from Chicago can be taken as a criterion for all parts of the country where business competition is keen," declares John N. Willys, manufacturer of the Garford and Willys utility trucks. "And traffic conditions in Chicago are more favorable for horses than in almost any other city in the United States. Level streets, which for the most part are well paved, make the city easy on horses and as nearly ideal as possible for teaming. "But the speed of horses is limited even under the best conditions. They are affected by other conditions than those of traffic. Extremes of weather affect horses just as they do human beings. On hot summer days horses cannot keep the pace that they set when it is cool. On the other hand, motor vehicles are not affected by weather conditions."

Winners of Dundee Motorcycle Races



LEFT TO RIGHT—MARK SCHWERIN, THOMAS BIRCHALL AND OTTO RAMER (CAPTAIN).

Otto Ramer won Harley-Davidson club championship and Birchall trophy cup, presented by Thomas Birchall, the promoter of nearly all motorcycle races and endurance runs that have been held in Omaha in the last five years, and considered by all an impartial motorcycle

"We invariably find that the wide-awake business man who motorizes his delivery system, enlarges his scope for doing business and at the same time enlarges his business itself. The man who clings to the old idea that the horse is good enough, is finding his territory circumscribed and his business taken away by the motor vehicles of his more modern competitors."

"In all lines of business the same principle holds true. You must either be up-to-date or fall behind. The delivery problem is of more importance today than ever before. Customers demand the best delivery service. If they can't get it at one place they will go to another."

The man who hitches his business to the traces of his horse delivery wagon is rapidly losing ground."

MANY DEALERS WANT TO HANDLE PAIGE CARS

"Only three years ago," says Sales Manager Henry Kroh of the Paige Motor Car company, "we had less than thirty dealers representing our car throughout the country. Today we have considerably more than 1,000. That in itself, we believe, is pretty good evidence of the success of the policy adopted by the Paige in building and marketing its cars. "However, still more pleasing to us is

the present demand for a Paige franchise among men all over the country who have not yet had the privilege of representing us. During the last few weeks we have had an unprecedented number of applications for Paige territory. Never before in the history of our business have we had so many visiting dealers flocking to the factory in the hope of adding the Paige to their line. They have come from all parts of the country and our offices have been full of them."

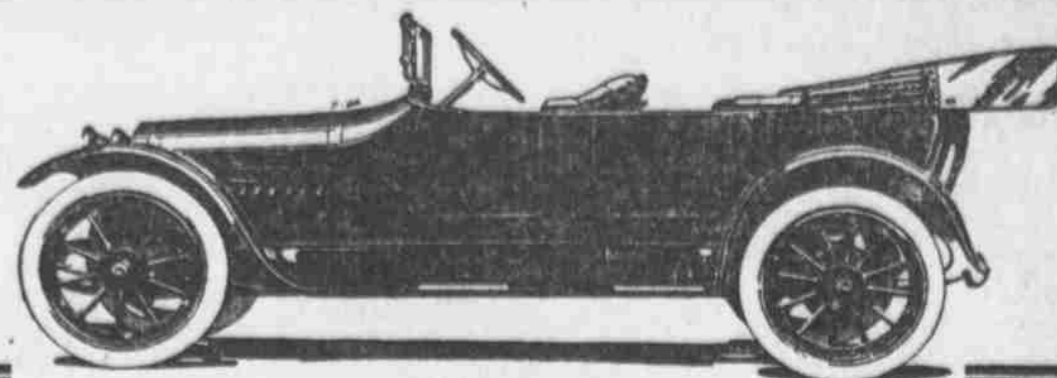
Cartercar Climbs Mountain Summits Without Troubles

The Globe Consolidated Manufacturing company of Dedrick, Cal., believe that they are an authority on motor cars for they have tried out seven different makes of cars in heavy mountain service.

Their property is located seventy-five miles from Redding and the road overland from that city crosses three summits. As this route has to be traversed frequently with a full load of five passengers and baggage it goes without saying the car which they use must be staunch and true.

Some of the grades in the summits are very steep, up to 15 per cent and continuous for long distances at 10 and 12 per cent. For the last two seasons the company has operated a gearless transmission Cartercar and have found it quicker and safer to control than any of the other six makes which they have used.

Wallace Mac Gregor, the general manager of the Globe company in speaking of the Cartercar says, "We buy a car to climb and to do work that is far from easy. The Cartercar has proven excellent in every regard. In bad places it is safer and easier to control than a geared car. We do not have to make a run for a hill with a Cartercar as with some geared cars as there is always some speed ratio in the hundreds at our command that will take us up any hill we have encountered."



The New Regal
It's a Real 5-Passenger Car—
Come In and Prove It

Five big people find plenty of body-room, and foot-room, too, in the new Regal. Tonneau seat is 48 inches wide. You don't have to inconvenience the other passengers every time you draw a long breath.

Light weight—300 to 500 pounds less than other cars of similar size and price—saves a good many entries on your fuel, oil and tire bills.



39 h. p. on brake test—that's what the new Regal motor develops. Power to take the car anywhere without effort—and there's a special spring suspension that makes hard roads easy.

The new Regal is as good as it looks. And that means something—for there isn't a prettier car made at any price.

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The T. G. Northwall Co.,

Douglas 1707.

Overland
\$950

Completely equipped
3187—With electric starter and generator
Price f. o. b. Toledo, Ohio

Now—

NOT tomorrow, next week or next month, but now—

Not when the summer is half gone and you have wasted, by hesitating, just half of the very best motoring season, but now—

Now is the time to get an Overland.

This time of year is actually made to order for motoring. The days and the evenings are perfect. The roads are in the very pink of condition. Nature having set the stage, is coaxing and urging you and

yours to take advantage of this superb weather.

You, who are in a state of indecision as to when you want your car, why wait?

Why delay another day? Before you know it the best part of the year will have slipped away and you'll bitterly regret having waited.

Come! Get yourself and family one of these big, powerful and beautiful Overlands today. It will mean the dawn of a new tomorrow.

The Overland costs less than any other similar car; is exceedingly simple and inexpensive to operate, and it lasts as long and gives you just as much fun, pleasure and sport as any of the highest priced cars.

Make arrangements to see our dealer today. Lose no more time.

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Van Brunt Automobile Co., Distributors

2040 Farnam St., Omaha, Neb.
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The Willys-Overland Company, Toledo, Ohio

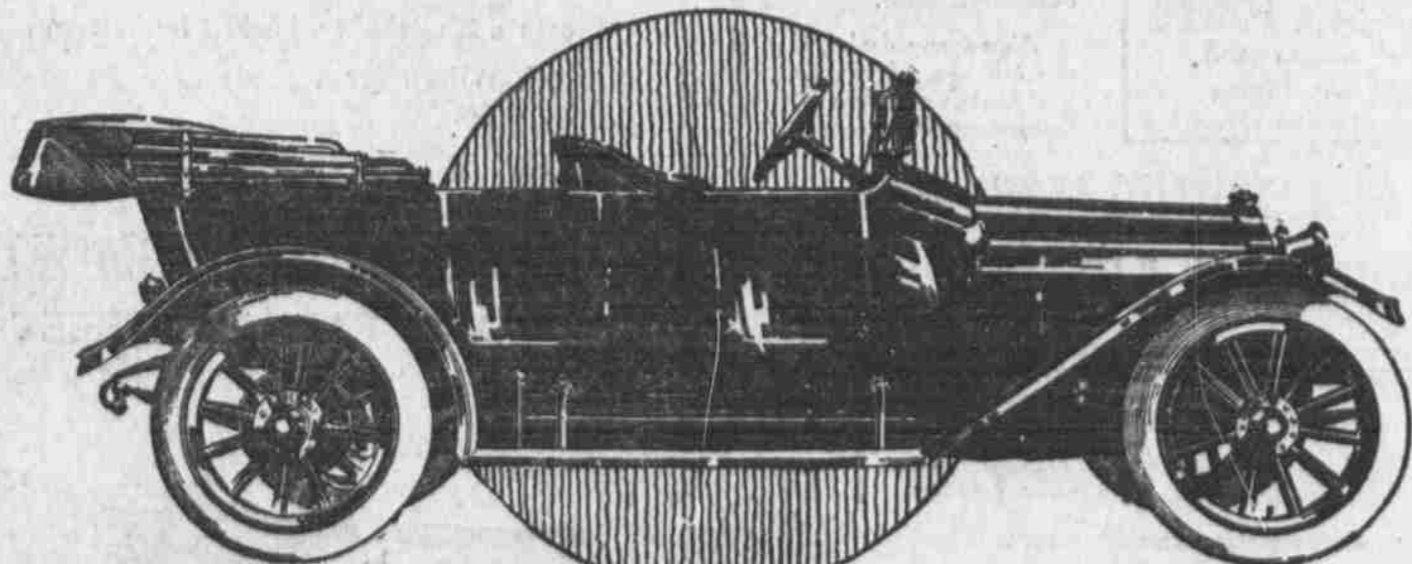
BRIEF SPECIFICATIONS:

Electric head, side, tail and jack lights
Storage battery

31-horsepower motor
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11 1/2-inch wheelbase

Multiple top, curtains and seat
High-grade speedometer

Chlor-sulfon, rain vision, windshield
Electric horn



Manufacturers of the famous Overland Delivery Wagons, Garford and Willys Utility Trucks. Full information on request.

Prest-O-Lite Users Should Watch for This Fraud

Certain parties in Omaha and vicinity are endeavoring to defraud Prest-O-Lite users by substituting nameless and worthless tanks.

When a dealer takes in your Prest-O-Lite (and sells it), giving you a mere counterfeit in exchange, he is virtually picking your pocket.

These counterfeits, when empty can be exchanged in very few places. Your Prest-O-Lite can be exchanged anywhere and everywhere.

In addition, a substitute gives very inferior lighting service.

Bear in mind that an acetylene cylinder is not merely "an empty tank" which anyone can "fill." A Prest-O-Lite contains a porous filling saturated with chemical. The whole device must be kept in good repair, inside and outside; must be carefully tested and skillfully charged.

Whenever you exchange your empty for another Prest-O-Lite, you are getting what is practically a brand new Prest-O-Lite, tested, repaired and full of the highest grade acetylene.

Prest-O-Lite service cannot be obtained except under the Prest-O-Lite label.

Before you accept any cylinder in exchange for your Prest-O-Lite,

Look for the Prest-O-Lite Trade Mark

Tear off any paper labels and look for the name Prest-O-Lite, etched in large letters on the side of the cylinder.

If the cylinder does not clearly show the word "Prest-O-Lite," without any guess work, it is NOT a genuine Prest-O-Lite, and is not accepted for exchange by any Prest-O-Lite dealer.

Look at your cylinder today and see if a substitution has already been practiced upon you. If so, demand the return of your Prest-O-Lite. Communicate with us promptly and we will gladly help you recover your property.

The Prest-O-Lite Co., Inc. (Omaha Branch) 1919 Farnam St., Omaha, Neb.

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