

AUTOMOBILES

TEACHES PUBLIC HOW TO BUY

Chalmers Out on a New Line in the Matter of Imparting Knowledge on Auto Buying.

MANY CARS ARE TO BE BOUGHT

Hugh Chalmers asserts that fewer and fewer motor cars are going to be sold, but that more and more are going to be bought.

The Detroit motor manufacturers feel that America has reached the point where it can see the folly of exalting the value of salesmanship and of losing sight of the value of buying. He would rather have Chalmers cars intelligently bought than feverishly sold. He knows that the happiest part to have played in any trade is to have bought intelligently.

Hugh Chalmers has come out, accordingly, with one of the most revolutionary departures ever beheld in the history of American trade. He has launched into a great nation-wide, comprehensive campaign to impart to the American public the fundamental principles of sound buying. Chalmers advertising has taken a new turn. It no longer strives to sell. It is teaching the public how to buy.

Ideas that are Confused.

"Everybody is in the automobile business," asserts Mr. Chalmers, quoting the remark of one of his dealers, who every time he sold a car, he had to sell it in competition with 100 other manufacturers and 250,000 owners.

"The desire to sell your old car and the desire to buy a new one," continued Mr. Chalmers, "are often confused to the detriment of the manufacturer, and, I believe, to the detriment of the car owner."

Mr. Chalmers urges every prospective car purchaser to seek bids or prices on a basis of cost and service, to make his selection from a strictly unbiased standpoint, and then, and not until then, to try to sell his own used car. It is unfortunate that the owner usually buys a new car in just the opposite way. He goes to the various dealers to sell his old car, rather than to buy a new one, and many times you will hear him lament: "I would rather have had car so and so this year, but dealer so and so gave me more for my old car."

Prices Firm on Standard Cars.

"Now, no standard car manufacturer varies his price, and but few dealers do. The fluctuation, the jockeying, comes in the exchange for the old car."

"Many a \$50 greater allowance for an old car has cost \$250 worth of new car to the owner.

"But while such a loose screw in his business would arrest the business man's attention in a minute, it seems to get by him in the matter of purchasing a motor car, which is, however, none the less a business transaction.

"One business man who now buys a new car every year, noticed this peculiar bit of psychology. He goes to each dealer in the class in which he is interested, as the buyer of a motor car.

"The dealers vie with each other to sell him. They show him everything they have in the shop and put the best foot forward.

Would Trade in Old Cars.

"After he decides what car he wants for cash—he brings up the subject of his old car.

"Then he and the dealer endeavor to work out by trade, or by selling the old car for him—or by him selling it for himself—a satisfactory deal."

De Jong of Apperson Automobile Company Is Out for Good Roads

"With all this good roads movement going on, it seems to me that we should be able to accomplish much in a short time," says J. H. DeJong, president of Apperson Jack Rabbit Auto company. "And it is well," he added, "because good roads are so essential, so absolutely necessary to the maximum development of the automobile industry that it seems strange some concerted effort has not been made before this time.

"Good roads, I mean perfect stretches of highways from city to city, all over this country, will invite thousands and thousands of new buyers. It is just the thing that they have been waiting for—the freedom of the roads—for those who desire unlimited opportunities for motoring for an indefinite period—anywhere, at any time.

"I appreciate that as a country, we are young and growing, and it would not be fair to compare ourselves with nations of the old world, and so it would not be just right to compare their splendid roads to ours, but it does seem to me that we should be able to profit by the example they have set for us, and make every effort to develop our road system, as quickly as possible.

"And we should not lose any more time. The task is herculean in character. There is much to be done, and if the present generation is to enjoy the improvements, we should go to work at once."

Guiding Detroit Eight is One of the Most Simple Things

"A drive through crowded traffic in the Detroit 'Eight' is generally the crowning feature of a demonstration, that clinches the sale, so far as the women folk are concerned," is the statement of Claude S. Briggs, president of the Briggs-Detroit company of Detroit.

"The remarkable flexibility of the 'Eight' means a very large increase in the number of women drivers because of the fact that the necessity for shifting gears is reduced to a minimum, and the driver very seldom finds it necessary to take her hands from the wheel.

"Guiding an 'Eight' in congested traffic is so simple that even a timid beginner could tackle it without fear. Let us suppose that the new driver finds it necessary to make a 'trip down town'; just as soon as she shifts the control lever into high speed she can forget about it until she wants to get out of the car. She can throttle the motor until the car is moving barely two miles an hour on high gear—about half as slowly as the average horse walks. When it becomes necessary to slow down almost to a stop, she disengages the clutch with a slight foot pressure and with the continuous forward movement of the car the engine 'picks up' with the high gear in engagement, more readily than most cars on first or second.

Bescher Buys Sparkler.

"Diamond Jim" has nothing on Bob Bescher of the Giants. Robert wears a big sparkler as the top button of his flannel shirt.

Magee Still Out.

Sherwood Magee is still suffering with an injured back that may prevent him from taking a place in the Braves' lineup for the opening game.

DEALERS AFTER MORE CARS

Big Demand for Paige Autos Makes Sales Manager Krohn Comment on Prosperity.

NO CHANCE FOR THE KNOCKERS

Where is the man who said these were hard times, that business was bad and every day a blue Monday?

If this pessimist is about, Henry Krohn, sales manager of the Paige-Detroit Motor Car company, would like to meet him. If he does meet him Mr. Krohn would like to ask him what particular brand of stool he is smoking.

"Within my experience and from the viewpoint of our company," said Mr. Krohn, "conditions were never better, nor have they ever promised more for the future. These are not mere pleasant generalities. They are based upon actual facts. For example, our factory is now overwhelmed with orders and there is a constant procession of dealers, twenty and thirty a day, coming to our headquarters to listen to the completion of their allotments and to beg for more cars. Almost every important dealer we have wants more of our Sixes than he contracted for.

"In Chicago the Bird-Sykes company since the first of the year have sold and delivered more than 300 Paige Sixes in Chicago territory, which, I believe, is a record unsurpassed in the Six field. As a result their allotment is gone, and Mr. Bird joined the procession to the factory to beg for more cars. The Bird-Sykes company will celebrate this exceptional property with a Paige jubilee month, keeping open house all through April.

"Just about the same story can be told of New York, Philadelphia, Detroit, and all other big distributing points. The result is that our factory has, for some time, been working double shifts to meet the orders, and will continue to do so indefinitely. That is why I wonder why any one should imagine all is not right with business. If conditions were any better we couldn't stand it."

INTER-STATE PLOWS THROUGH MUD AND SAND

Plowing through the rain, mud, sand and overcoming the treacheries of the night with two brilliant lights aglow, an Interstate again proved its ability in an unheralded manner over 100 miles of northern Indiana roads without a stop, last week, in a record-touring time of six hours flat.

The remarkable run was with a new car, fresh from the assembling floor, selected on the spur of the moment for a pleasure jaunt to Howe, Saturday afternoon. It was on the return trip Sunday night that the car was put through its paces by T. J. Turk, designer. Eugene Vatel, secretary of the Interstate Motor company, accompanied Mr. Turk and was enthusiastic in his praise of the \$1,000 car's performance.

Tinker Runs Oil Firm.

Joe Tinker is becoming a regular promoter and capitalist. He has been elected president of a newly organized oil company that is going to probe the earth in Louisiana for petroleum, not whale oil.

LOCAL BRANCH SELLS 116 FORDS IN MARCH

The Ford branch made a new high mark in Omaha sales for the month of March, reaching the grand total of 116 sales of Ford cars to local purchasers. This exceeds by several sales all records previously made by the local Ford organization, but is a record which will probably soon be eclipsed, as prospects are said to be unusually good for Ford business in Omaha. Included in the 116 sales are a large number of the new Ford coupes and sedans, which are being sold in large numbers throughout the United States.

Among the Omaha purchasers of Ford cars during the month of March are: F. E. Fagerberg, G. A. Raub, E. M. Schwartz Co., H. G. Trester, James M. Patton, Metropolitan Water district, F. A. Freeman, George H. Trout, D. D. Brackney, Morris Rubenstein, Cyril Bromek, Ralph G. Kurz & Co., A. J. Dial, John M. Collins, D. Cole Creamery Co., C. L. Scofield, Omaha Grocery Co., H. C. Lane, B. R. Hastings, E. E. Brandt, Peters Trust Co., Maurice Knobby, Mrs. P. J. Creason, E. M. Haines, W. C. Sample, Frank M. Driml, Dr. A. H. Henske, H. C. Christie, Dr. William Berry, A. C. Schumacher, A. Rasmussen, Margaret Harrow, Vetter-Moore Co., G. T. Shumaker, Ed J. McElzou, Mrs. G. W. Thorpe, R. M. Wahlgren, H. C. Halsey, E. M. Rasmussen, Mrs. L. Madison, Mrs. A. Walpa, Frank Semrad, George Ross, E. W. Hollis, George E. Yager, J. D. Crew, B. L. Seymour, J. C. Christie, Anna Griffo, George M. Lyons, Dr. E. R. Porter, F. H. Jacobson, Dr. L. E. Egan, Roy N. Franklin, Dr. W. L. Ross, Dr. J. C. Moore, H. Ferer, E. C. Shidler, W. G. Butler, Joe R. Sevik, R. Y. Maxson, Dr. A. C. Pollard, L. J. Tofoel, Dr. W. Busch, O. D. Kiplinger & Son, C. W. Bowley, F. L. Jacobson, Lake Deuel, H. A. Tukey, George D. Trout, George H. Lee Co., Dr. C. F. Patton, E. C. Jensen, R. C. Kinney, Sanitary Wet Wash, W. G. Goodrich, W. J. Bruce, Ralston Serum Co., W. J. McEann, L. C. Nash, M. A. Kari, Stein Bros. Co., James J. Marecek, Cora B. Sorrenson, Vetter-Moore Co., A. Schlier, Blanch Coffman, Ideal Cement Stone, M. C. Wilkerson, company, C. A. Hickey, D. Blumenthal, Dresser Bros., E. D. Murphy, L. DeChristian, Dr. O. E. Hoffman, E. D. Quivy, H. J. Peterson, A. C. Rubin, A. R. Pramer, Mrs. B. H. Barrows, J. Jeppesen, C. C. Morfett, Alamo Sanitary, Mrs. H. L. Bond, Dairy, Omaha Gas Co., H. L. Watkins.

It Was Different Then.

Dick Kinsella has a contract in his possession which Lee Magee signed in Springfield about eight years ago. The document calls for a salary of \$50 a month.

Sends Hold to Waco.

The St. Louis club has turned the Everett High school infielder, Charles Bobb, into the Tri-State league, over to the Waco club of the Texas league.

Murray to Febs.

The veteran, Billy Murray, late scout of the Pittsburgh National club, is likely

Berger Accepts Lot.

Infielder Joe Berger of the White Sox has finally decided to accept his assignment to the Venice club of the Pacific Coast league.

MARATHON

You pay for a tire the price at which it was made to sell—the price depends on the quality and the quality on the price. You can't get out of a tire that which is not built into it.

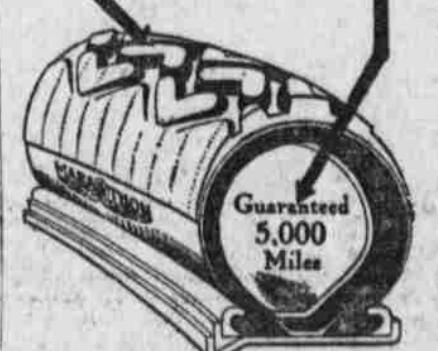
Cheap tires are built for those who cannot afford to discount the future—good tires are an investment—they cost more to buy but less to use.

We Stand Alone

Marathon Tires stand alone—the criterion by which to judge all others. Hand built of the finest materials, they embody the concentrated Angle Tread that makes possible the 5,000 mile guarantee—why not buy a "prove-it" tire.

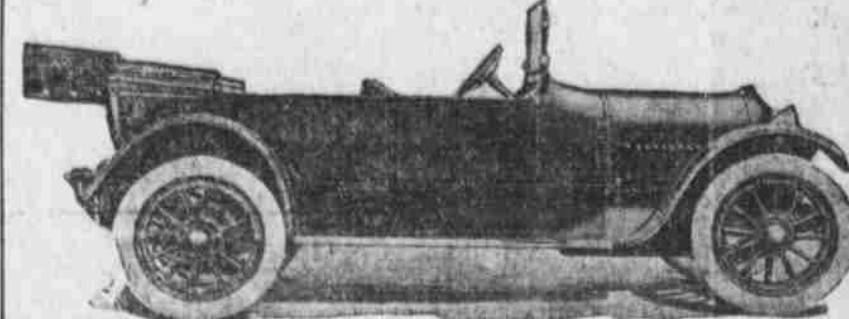
Akron-Marathon Rubber Co.,

2522 Farnam Street, OMAHA, NEB. Douglas 2366.



You Get the World's Best Motor When You Buy a Moline-Knight

\$2500



Undisputed Fact Security

When you buy a Moline-Knight you get the undisputed world's best motor—that is an established fact—proven by our 337-hour non-stop run under full load and everyday use of Moline-Knights in the hands of owners from coast to coast.

Reliable-Powerful

A better, more reliable, more powerful motor cannot be built, because we have had years of experience as engine builders, because we build with precision and care, and use the best materials that the world's markets supply. Moline-Knights are built with a carefulness unexcelled in any European or American factory.

Spiral Bevel Gears

Ask us for a demonstration in this Knight-motored car, with 128-inch wheel base, 36x4 1/2-inch tires, full-floating spiral bevel gear rear axle, and other up-to-the-minute details.

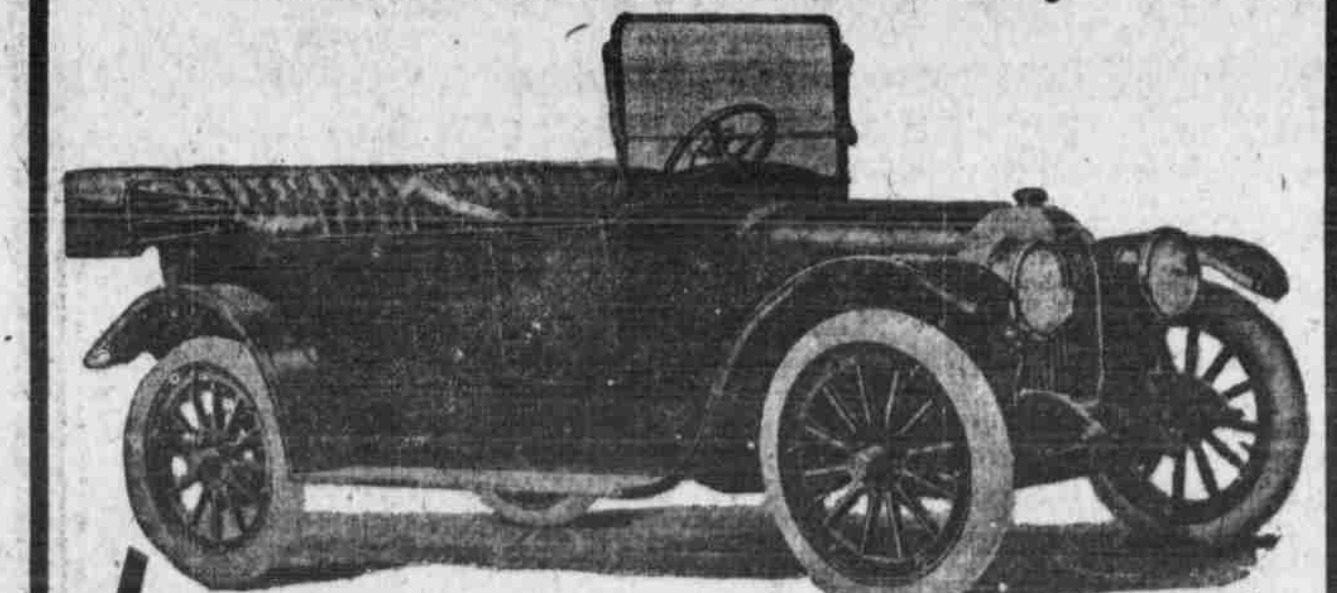
Let us prove by actual demonstration that the Moline-Knight has 30% more power.

Moline Automobile Co.

2421 Farnam St. Omaha, Neb.

USE For Results Bee Want Ads.

Apperson "Six" \$1,485



A Car of Comfort and Beauty

You Couldn't Ask for a Better Car

This is one of the most beautiful touring cars ever built. Its elegance of finish, full stream line body and general smartness will appeal to you at first sight. In this car are incorporated all of the standards that have made Apperson cars famous throughout the world.

This car will satisfy your fondest motoring hopes, for it is built around an ideal—an ideal that represents the best principles in motor car construction, THAT IS QUALITY—

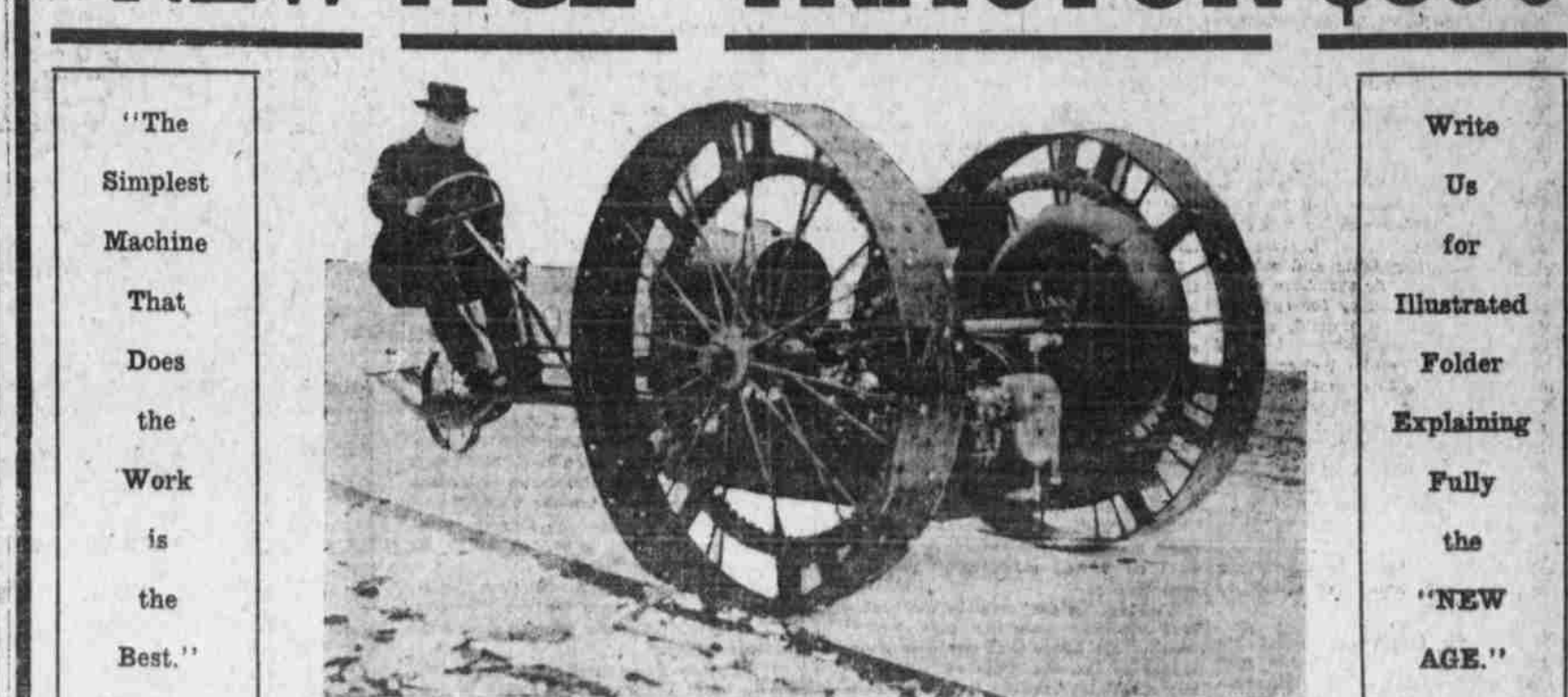
A Car for Exacting Owners

The time is past when it is necessary to purchase a car each year. Take this model for an example—of accurate design, sturdy built and having all the latest improvements—a car like this, with proper use will last for years—and every Apperson is built for long and hard service.

If you are looking for a car having "Dollar for Dollar" value see this one and convince yourself of its exceptional worth.

APPERSON JACK RABBIT AUTO CO., 2417 FARNAM J. H. DeJONG, Mgr. OMAHA, NEB.

"NEW AGE" TRACTOR \$390



Write Us for Illustrated Folder Explaining Fully the "NEW AGE."

Does the Work of 8 Horses

Built On the Right Principles and Sold at the Right Price

The New Age Tractor is superior in construction and general design to any small tractor put on the market or advertised up to the present time. The principle is All Pull and No Push. A well balanced, 2-wheel tractor, entirely eliminating side draft, giving the highest possible percentage of power at the drawbar, as there is no dead weight to be pushed ahead of the drive wheels.

Exclusive Features

The Universal Hitch, one of our exclusive features, does away with Stub Poles, Special Draw Bars and Chains. No changes necessary for hitching onto implement or wagon. Drop the pole in the Universal Hitch and go ahead. We know this feature will appeal to every farmer.

The Gears are enclosed in dustproof Case and run in oil. The steering and operation of Tractor can be worked from seat of implement or wagon in use, by our Special Extension Device, making the Tractor a Strictly One-Man Rig.

Magneto, Force-Feed Oiler, Universal Hitch and Extension Device are all included at the above price.

WE WANT LIVE DEALERS. WRITE FOR TERRITORY AND DEALERS' PROPOSITION.

Bacon-Ullern Tractor Co.,

2518 Farnam Street, OMAHA.

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