

AUTOMOBILES

ADS BOOST SALES OF INTERNATIONAL

Large Increase in Output of Motor Trucks Due to Use of Printer's Ink.

TIP TO PROGRESSIVE FIRMS

O. H. Browning, motor truck sales manager for the International Harvester company, was asked last night to account for the large 1915 increase in International motor truck sales. The Harvester company has doubled its motor truck business in 1915, and the increased production at the company's works, at Akron, O., recently made possible a new schedule of prices heretofore unheard of in the motor truck industry.

"I think the newspapers are partly responsible," said Mr. Browning, "for our big increase in business. We have always been persistent advertisers, and during the current year we have made a more thorough test than ever before of newspaper advertising. The results have been satisfactory; in fact, everything has combined to double our business over last year. Our new prices are the result. The more trucks people will buy, the cheaper they can get them.

"You see, advertising enables you to invade every city with your motor trucks, if you have a sales organization to take care of the prospects. Our head office is located in Chicago and the factory is at Akron, O., yet we are the greatest distributors of motor trucks all over the country.

"It is true that International motor trucks lead in Chicago, with 242 trucks, the nearest competitor having 175. But we lead also in St. Louis, according to the Globe-Democrat, with seventy-one, the nearest competitor making trucks exclusively—having twenty-seven, and our leadership extends to practically every large city in the country. Advertising enables us to go anywhere, as far from the manufacturing base as our selling organizations will permit. If you have a motor truck of unusual quality you can introduce it into any city by advertising, supported by salaried men.

"The most remarkable victory which advertising ever helped the International motor truck win was in the state of Michigan, which is, as everybody knows, the great motor truck manufacturing center. It is said that there are more motor truck makers in Michigan than in any other state in the Union, or in almost any two or three states. Michigan is as famous for its motor vehicles as Kentucky is for its race horses, and it is fair to assume that it is in the state of Michigan where motor truck sales organizations are the strongest and competition the keenest.

"Although our main office and the factory are clear outside of the state, we didn't do a thing to Michigan with advertising as an ally. Michigan registrations of motor trucks for the first half of 1915 show that we are far in the lead. I have a list of the registrations arranged alphabetically by makes which shows the registrations as they fluctuate from month to month.

"The figures tell their own story and show International registrations for the first half of the year to amount to just 234 trucks, while the nearest competitor totals 253. This manufacturer is not a competitor of ours, strictly speaking, because its trucks are built in sizes from 1,000 pounds to six tons hauling capacity. International trucks, as you probably know, are in the 1,000 to 2,000-pound class.

"The closest competitor selling trucks of the same capacity has a total of 117. It

NYGAARD PUTS ONE OVER ON CHICAGO.



HENRY NYGAARD.

In speaking of a recent trip to the Goodrich factory at Akron, Henry Nygaard of the Omaha Tire Repair company, outlined many reasons for an improved condition in the tire business. Plans are being made for the extension service tests, etc., and uniform instructions are being sent to all dealers regarding the selling arrangement guarantee, etc.

"One big help to Goodrich owners which I have installed should increase our sales in the locality many times. Until recently it has been necessary to send Goodrich Cord tires to Chicago for repairs owing to the lack of facilities in this territory.

"I have recently made arrangements for supplies of this especially prepared material, in order that we may give the Cord tire owners better service from this end. We can now repair all Goodrich Cord tires which have been cut or torn, right in Omaha."

It might be added to the credit of Omaha, that Omaha is the only city in this territory where this work can be done. This bespeaks credit to Omaha organization, inasmuch as Omaha is first again.

may be mentioned that many of the trucks are Michigan products.

"You ask me how we invaded Michigan with all these manufacturers on the ground. Unquestionably, our advertising helped us much. We have qualities in our trucks, which we can tell the people about in advertisements and get their interest. Every business man nowadays may not own a truck, but he at least is interested in one.

"We feel more like trusting the fate of our motor truck business to a judicious cultivation of the home market through advertising than to chasing the phantom of war orders. This year, while many manufacturers have been watching the bubble of big war business, we have been plugging the home market and doubling our business. This old United States is one good place to sell motor trucks if you have the right truck and are not afraid to advertise."

A "For Sale" ad will turn second-hand furniture into cash.

Studebaker Makes Hard Trip Through Mud and Water

That the 1914 Studebaker possesses abundant power to meet the contingencies of long distance touring was satisfactorily demonstrated in the drive made by C. T. Johnson, from the Detroit factories to his home at Moscow, Idaho. Mr. Johnson encountered miles, rocky and gullied roads, long crooked hills and five sharply graded mountain ranges, but the Studebaker motor at no time required outside assistance. His wife and daughter joined him en route and they carried a camping outfit, getting all the healthful enjoyment to be had from an automobile tour through the wilds, over plains and through the western Rockies. The Little Missouri river was crossed over the railway bridge because of a washout. While crossing the continental divide, Johnson met motoring parties who were using horses to make the steep climb and still others who were forced to tarry while

their motor cooled off. The Studebaker gave him no trouble and it was necessary to go into low gear for a short distance on but few occasions in taking steep mountain grades. Nor was a carburetor adjustment required for making these ascents.

Jeffery Announces New Four Sedan Car

The Thomas B. Jeffery company, not satisfied with astonishing the motor car world with the Jeffery four at \$1,000, has gone one step further by invading the enclosed car field with a coach possessing all the traditional luxury of this type of car without the traditional excess in price.

The new car announced this week is the Jeffery four sedan. It has all the richness of finish, the grace of line and luxury which has heretofore characterized the finest custom-made enclosed cars—yet the price is only \$1,165—and the sedan top is easily removed, converting the car into an open machine at the first approach of warm weather.

Girl Wins Maxwell Efficiency Tour

To the amazement of the veteran road drivers who took part in the recent Maxwell efficiency run from Buffalo to the homes in New England and the other North Atlantic states the first place winner turned out to be the only woman pilot in the tour.

Miss Eva Cunningham, daughter of F. J. Cunningham, Maxwell dealer at Haverhill, Mass., drove from Buffalo to Haverhill, 567 miles, on exactly seventeen gallons of gasoline, and average of 33.57 miles to the gallon. Her car was a new Maxwell roadster.

Kissel Dealers Strong for Service

"The thing that has impressed me most on this trip is the Kissel spirit of good fellowship which I have met with at the hands of Kissel dealers in every

town where we have stopped," writes W. B. Knapp of Downer's Grove, Ill., who is crossing the continent with his family in a new Kissel-Kar.

"They don't even seem to want to charge for gas," continues Mr. Knapp, "and when it comes to loyalty and enthusiasm, they have it over any bunch of dealers I ever saw."

Mr. Knapp says that his car is performing "beautifully" despite the fact that he has encountered a great deal of rain and bad roads.

Allen Company Will Continue to Build Its Own Motor Parts

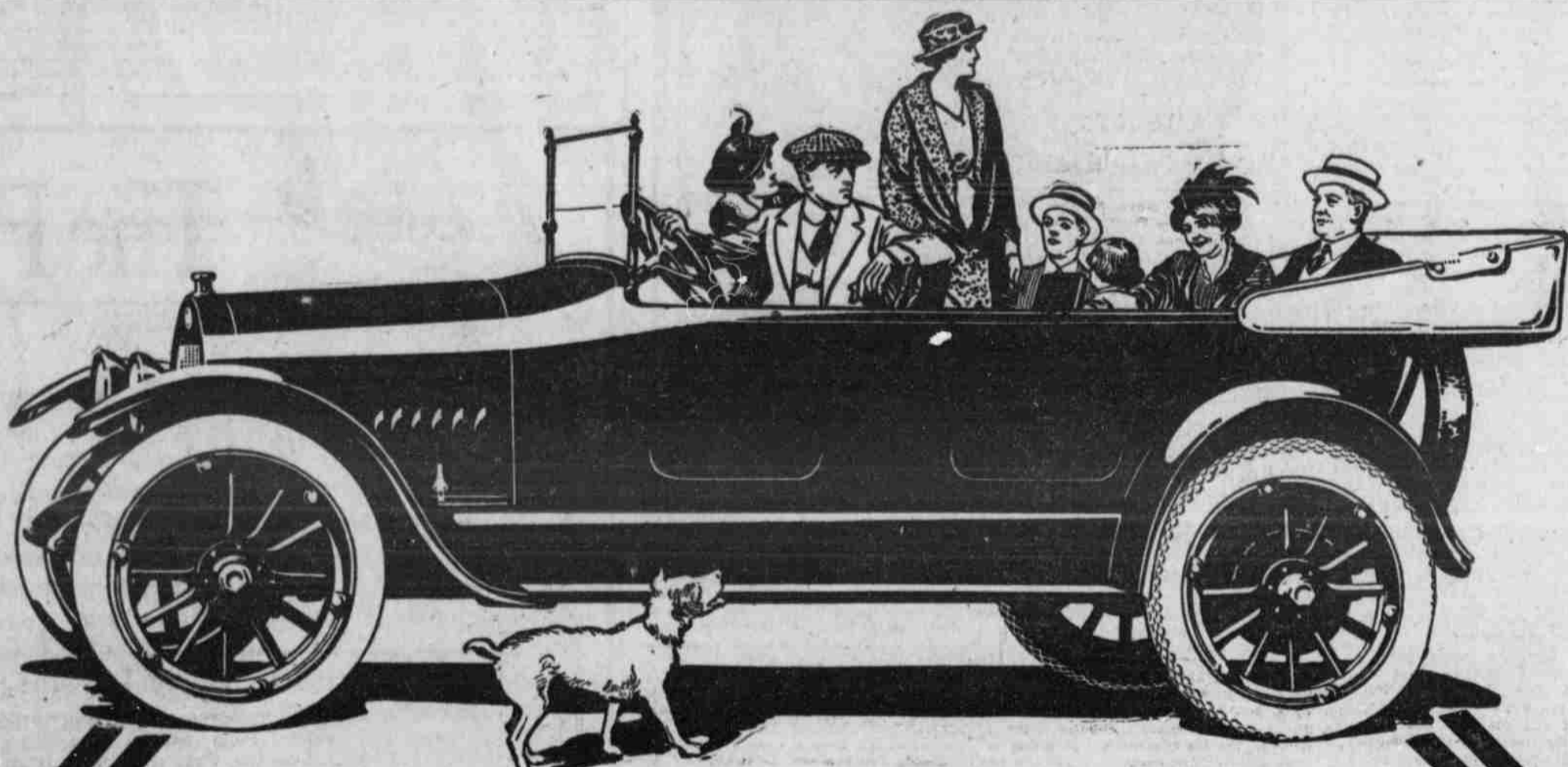
"The motor is a good 90 per cent of the car from the buyers' standpoint," said W. O. Allen in a letter to the Standard Motor Car company, local dealers, the other day.

Carl Changstrom, manager of the Standard Motor Car company, went on to say: "If an axle manufacturer were

to build a car it would be some car as far as axles are concerned, or if a top manufacturer turned motor car builder it would have some top. But the heart of an automobile is the engine. We take lots of pride in the Allen engine, and not only build it ourselves, but have one of the engine authorities of the country right here in our organization. Mr. Sommer at the factory designed our motor and we call it the Allen-Sommer. We would not ask for a better designed or better built engine. This powerful, economical engine is responsible for a large part of the Allen popularity."

GEORGE STONE BUYS SOME OF DUCKY HOLMES' STOCK

George Stone, former Rourke and major leaguer and now a banker at Coleridge, Neb., is said to have subscribed for \$5,000 worth of stock in the Lincoln base ball club on the petition now being circulated by Ducky Holmes. Holmes is trying to organize a stock company to take over Hugh Jones' Capital city holdings.



The Jeffery Four, Standard Seven-Passenger, \$1,035; Without Auxiliary Seats, \$1,000
America's Standard Five-Passenger Automobile at a \$1,000 Price

The Most Important Motor Car Announcement Made In Omaha This Year

THE JONES-OPPER COMPANY wishes to announce to its friends that it has made arrangements to handle Jeffery Motor Cars in Omaha and surrounding territory. This, we believe, is the most important motor car announcement made in Omaha this year—the most important because it represents a combination of two of the strongest organizations of their kind in the middle west.

We have selected the Jeffery after carefully scrutinizing every car and every automobile manufacturer in the country. We found that the Jeffery Four at \$1,000 is the most spectacular motor car opportunity on the market this year. We found that the Jeffery Six at \$1,350 possesses the same style, comfort and efficiency features that have given the highest-priced motor cars of Europe their reputations. We found that the Thomas B. Jeffery Company is one of the five strongest motor manufacturing concerns in this country. The Jeffery Company has been in business more than forty years, during which time it has never failed to make good every promise it has ever made to the public. We found that Jeffery cars have won an enviable reputation in practically every part of the world by the sheer quality of their performance.

From these facts it is self-evident that the motor car dealer who made a connection with the Jeffery Company would be in an enviable position. We believed that our long and successful experience in the Omaha field had fitted us to handle just such a proposition as the Jeffery Company has offered us. We knew that with the Jeffery we would be able to give the public a better car and better service than other dealers. We knew that thousands of buyers in this territory had been waiting for just such a car as the Jeffery Four—a big, powerful, easy-riding, seven passenger automobile, yet economical in the extreme. Hence we decided to take on the Jeffery, and from now on Jeffery Motor Car sales will be pushed aggressively in Omaha and in the surrounding territory.

We invite you to inspect the Jeffery at our display rooms at 2043-5 Farnam St. We want you to ride in the Jeffery Four and in the Jeffery Six. We know that a ride in these cars will give you a new conception of motor comfort, style and efficiency. We know that you will be amazed at the remarkable quality which the Jeffery Company has built into these cars, which sell at such moderate cost.

BRIEF SPECIFICATIONS:

Specifications of the Jeffery Four
Standard Seven-Passenger, \$1,035.
Five Passenger Roadster, \$1,000.
F. O. B. Kenosha, Wisconsin.
MOTOR—Four-cylinder cast iron block, high-speed, high efficiency, L-head type. Unit power plant. Forty horsepower.
WHEEL BASE—116 inches.
TIRES—34x4 inches.

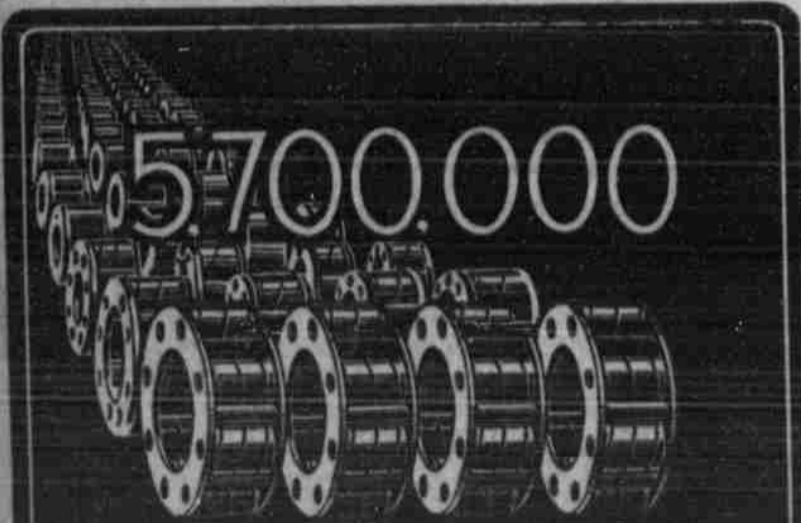
Specifications of the Jeffery Six
\$1,350
F. O. B. Kenosha, Wisconsin.
MOTOR—High-speed, high-efficiency, bloc type, 42 H. P., "L" head, 3-inch bore, 5-inch stroke.
TIRES—34x4 inches.
WHEEL BASE—122 inches.

Jeffery

IS NOW SOLD BY

Jones-Opper Company,
Omaha, Neb.
Distributors Eastern and Northern Nebraska
and Western Iowa.

A. H. Jones,
Hastings, Neb.
Distributor Southern and Western Nebraska



HYATT
QUIET
ROLLER
BEARINGS
in 1916
AUTOMOBILES