

BUICK MAN OPPOSED TO CREDIT SALES

R. H. Collins, General Sales Manager, Does Not Favor Buying Cars on "Time."

BELIEVES IT HURTS INDUSTRY

"There is a serious menace to the whole automobile industry and a grave danger to the automobile dealer in too great a spread of the installment plan feature in buying motor cars. I can see no necessity for such a selling plan in these times of prosperous business, and feel that the introduction and encouragement of the scheme is, except in exceptional cases, a mistake," said R. H. Collins, general sales manager, Buick Motor company.

"It is my opinion that no greater calamity can ultimately overtake the automobile business, including the manufacturer, the dealer and the individual buyer, than for the leading factories to adopt a deferred payment sales plan, and I cannot believe that the leading manufacturers are really giving serious consideration to such a plan.

"The installment plan of buying is fundamentally wrong, regardless of the article involved. This is especially true as applied to automobiles. The automobile business was started on a cash basis. It is the only big business that has ever been operated on a cash principle, and in my judgment the cash basis is one of the biggest reasons why the automobile industry has grown so wonderfully fast. Cash sales have made possible the rapid building up of the reserves of capital. Plenty of liquid capital has made possible rapid extension, improvements in manufacturing methods and quantity production. Quantity production has made it possible for motor car makers to market a constantly improved product at a constantly lowering price.

Always on Cash Basis.
"The automobile is one of the few things in everyday use which has not advanced rapidly in price in the last few years. And all these favorable conditions connected with marketing of automobiles can be traced, in a very large measure, to the fact that automobiles have been sold for cash.

"And now all this is threatened by the introduction of the installment plan of buying. The present scramble on the part of these 'trust companies' to force automobiles into the hands of everybody who has a few dollars—regardless of the fact that the time part of the contract is likely to work a severe hardship upon the purchaser and his family—is the worst thing that has happened in my entire business experience. If persisted in I believe many purchasers will impose an obligation upon themselves which they will find hard to meet.

Captain Ford Says Auto Makers Will Aid Air Service

Aeroplane with roomy, upholstered bodies, windshields and all the comforts of the modern motor car, with the additional convenience of the wireless telegraph, are now in use in Europe. Captain Archibald B. Ford, of the Royal Flying Corps, Great Britain, says. Captain Ford, who is on leave of absence from the British army, is a visitor in Detroit.

Captain Ford has been in the aerial service of his country since the beginning of the war. His visit to the United States is unofficial, but is in the interest of aircraft.

Captain Ford visited Henry B. Joy, president of the Packard Motor Car company, and a director of the Aero Club of America, and went with him to see the Packard aviation field near Mt. Clemens, Mich. He said that his interest in the aeroplane is scientific and not commercial.

Additions Made to Plant of Goodyear Auto Tire Company

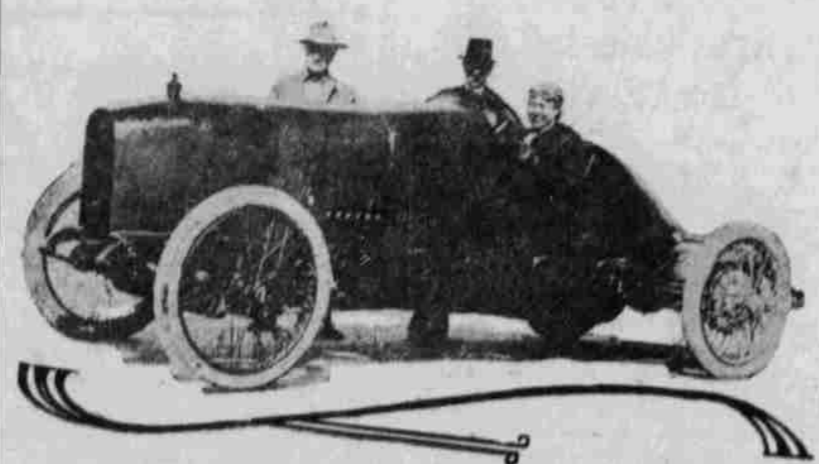
"The constantly growing demand for cord tires has compelled us to greatly increase our facilities for making Goodyear cords," stated L. C. Rockhill, manager of the automobile tire department of the Goodyear Tire and Rubber company.

"Motors are rapidly learning the distinct advantages of cord tires and are demanding them on their cars. As car owners learn more and more about them, cord tires will be a tremendous factor in tire equipment.

Arrange to Handle Briscoe Auto Here

A representative of the Briscoe company, who is in this city, has arranged for the handling of the Briscoe line in this section. The company will be known as the Briscoe Nebraska Car company and they will distribute cars in the Omaha area, as well as western Iowa and some of the north and south Dakota territory.

Super-Six Shows Speed of 102:53 Miles Hour



The Hudson Super-Six on April 10 again distinguished itself by making the fastest mile ever negotiated by an American stock car chassis, 102:53 miles per hour.

Metz Company Saves Small Fortune by Climbing Big Hill

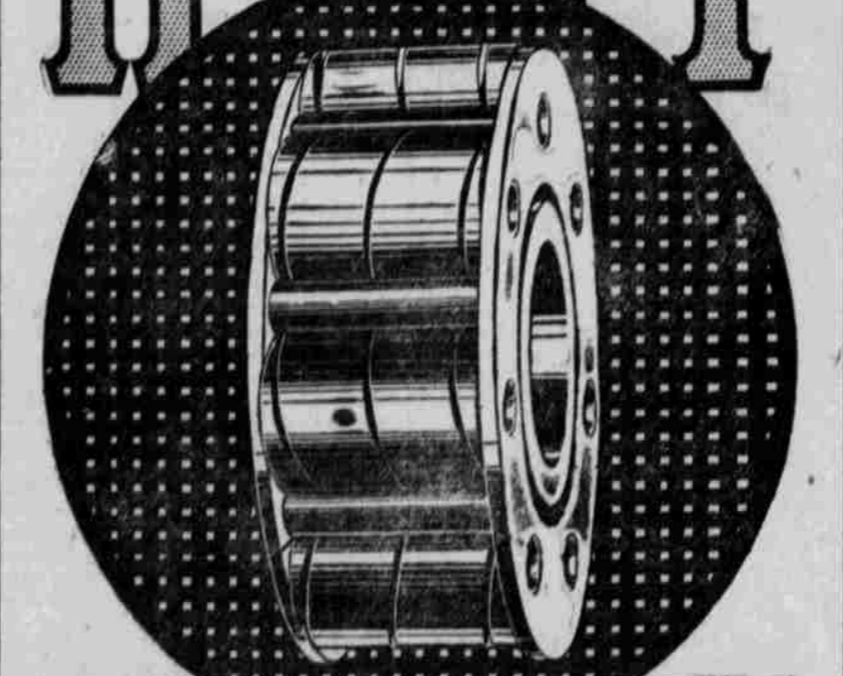
"The new Metz Model 27 is everywhere recognized as a wonderful hill climber," says N. G. Manley, manager of the local branch. "But even so far back as September, 1911, the Metz company inserted an advertisement in the Saturday Evening Post, a part of which read as follows: '\$1,000 cash reward paid to the first person in any locality in the United States who will show us a hill on any traveled highway which the Metz car cannot climb.'

Efficiency Will Control Prices of Autos Says Bate

The introduction of a mid-season improvement in the body design of the new Mitchell has brought forth from various automobile manufacturers a very spirited discussion as to just what can be given to the buyer without extra price.

with 17-inch wheel base and market it for less than \$2,000 and then it would have been minus the electrical equipment and the many little accessories and conveniences that are now considered a part of the regular equipment.

HYATT



Some Automobile Bearings require attention—others need care. Hyatt Bearings are care-free and the only attention they require is occasional lubrication.

FEDERAL TIRES

You can't pick any better. The round tapered studs overcome skidding—the strong steel cables in the base prevent slipping over rim.

FEDERAL Double-Cable-Base TIRES

are built on honor—sold on merit. Made as good as tires can be, they wear long and always please. Guaranteed.

FOR SALE BY
Zweibel Brothers,
2518 Farnam St.
Western Automobile Supply Co.,
1920-22 Farnam St.
The Federal Rubber Mfg. Co.
Cudahy, Wisconsin
Mfrs. of Federal Automobile Tires, Tubes and Sundries, Motorcycle, Bicycle and Carriage Tires, Rubber Heels, Horse Shoe Pads, Rubber Matting and Mechanical Rubber Goods.

Willard STORAGE BATTERY



The Lure of the Open

Now that you're no longer limited to paved streets and side curbs, make a spurt for open country where you can "let 'er out."

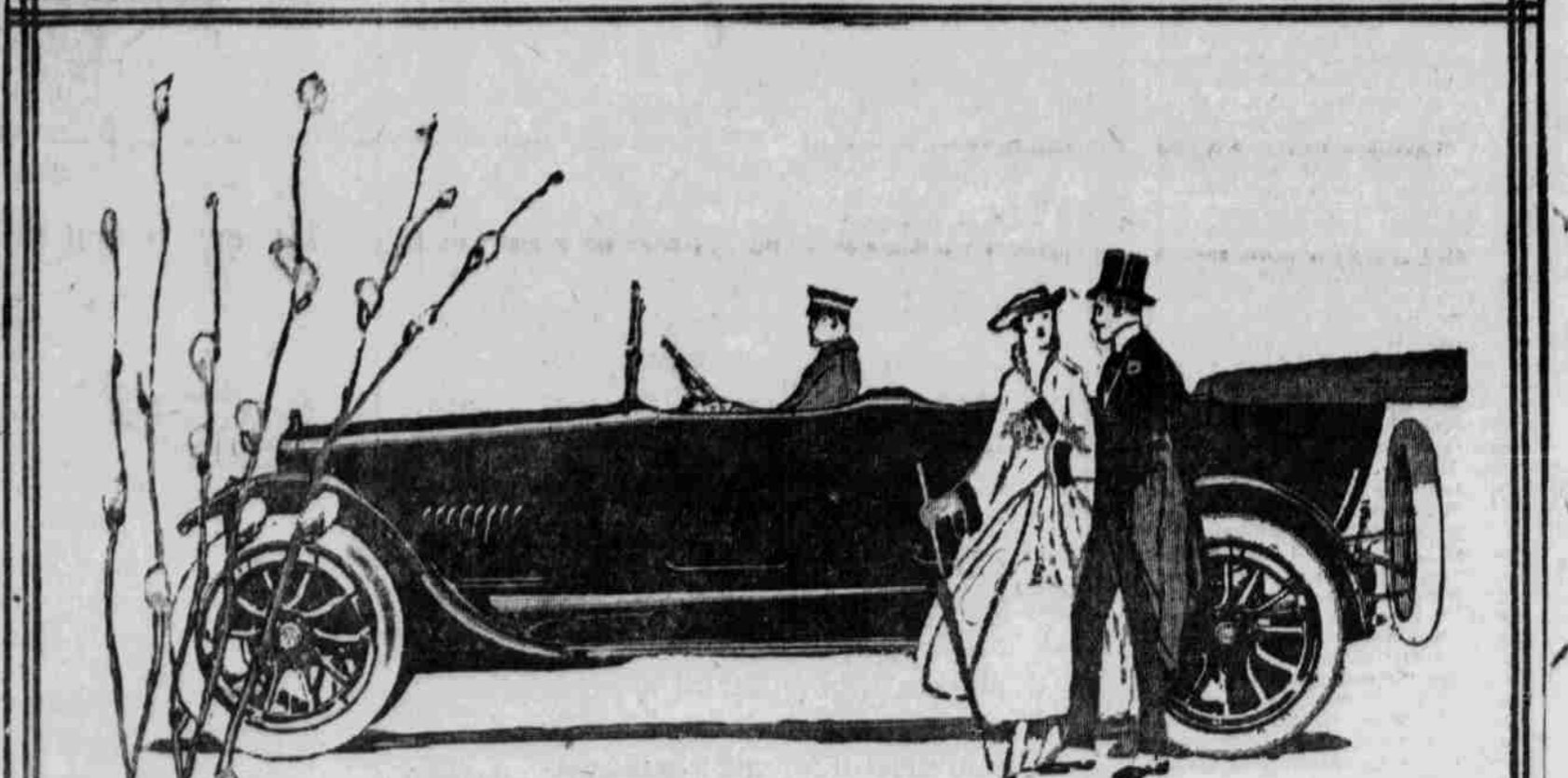
But first of all, be sure of your storage battery. Start the season with it in healthy condition and take care of it all summer.

Maybe it's all right, but a free inspection here will prove it. Bring it in anyhow and get some pointers on how to make it produce.

Willard Service is the key to better starting and lighting. You are assured of expert attention here.

Nebraska Storage Battery Co.
203 Farnam St. Phone Doug. 5102.

Free inspection of any battery at any time



CHANDLER SIX \$1295

THIS IS WHY WE HAVE TO BUILD 20,000 CHANDLERS THIS YEAR

BECAUSE, in the midst of new motors, new theories, experimental engineering efforts and a host of untried and uncertain ideas, the Chandler Six stands out in the limelight as

The Proven Mechanism

There are thousands of discriminating motor car buyers who do not want to experiment. Thousands who want a known motor, powerful, speedy and of assured dependability. Thousands who want such a motor in a big, beautiful high-grade car. Thousands who want, with such a motor, Bosch Magneto ignition, Gray & Davis separate unit starting and lighting equipment, solid cast aluminum motor base extending from frame to frame, annular ball bearings, silent spiral bevel gear rear axle. Thousands who insist on a handsomely finished and leather-upholstered tonneau cowl body mounted upon such a chassis.

So these thousands are buying the Chandler Six; the pioneer light weight six and still the leader in the entire field of cars selling for less than \$2000.

Come See the Chandler Now

Seven-Passenger Touring Car, \$1295 Four-Passenger Roadster, \$1295

POWER—Able to take the car loaded anywhere that any automobile can go.

SPEED—More than 100 m.p.h. on level ground. Car weighs 2000 lbs. less than most cars of same tonnage.

MOVOR—The superior Chrysler Motor, built in the Chandler factory, has three years' test and is the most reliable motor in the world.

Some Office, 1600 G St., Lincoln, Neb. Phone 2 4751. Omaha Warehouse 904 E. 10th St.

CARD-ADAMS MOTOR CO.
Distributors for Nebraska, Western Iowa and South Dakota.

CHANDLER MOTOR CAR COMPANY, CLEVELAND, OHIO