

SAXON SIX PRICES TO GO UP JANUARY 1

Increase in Cost of Raw Materials Forces Rise for Both Models.

HAS BEEN LONG EXPECTED

One of the most recent among motor car companies to announce an increase in price is the Saxon Motor Car Corporation, which has come to the front with a \$50 advance over their former price of \$815—this to take effect January 1.

This rise in price has been predicted for some months. Practically all of the other cars have announced higher prices to meet soaring labor and material costs. And it was known that the Saxon company, in view of their quality standards, would be forced to fall in line soon. Prices of materials entering into the construction of automobiles have experienced as great, if not greater, rises than have other commodities.

"The same high quality standard of the Saxon Motor Car corporation, as adhered to in the past, will be maintained in the future," said H. W. Ford, president and general manager.

Increased Labor Costs.
"To cover the increased cost of labor and material the price must be advanced \$50. Due to the making of foresighted contracts, we have been able to hold off this inevitable advance until January 1. There is really no need for commenting on the increase which various materials have experienced. There is not one article that enters into the construction and distribution of automobiles which has not materially advanced in the last year."

"We are producing a better car than formerly, in the face of vastly increased costs, with but a slight increase in price to the public. By more efficient production methods and the elimination of all waste material and labor, we have solved the problem of putting Saxon value into our cars without making the public bear the burden."

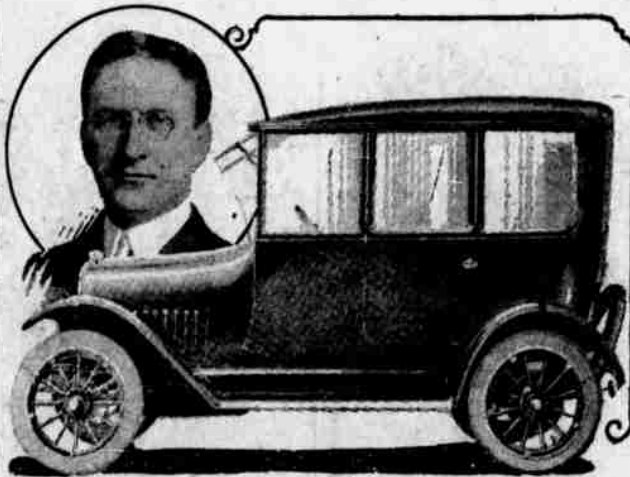
Motor Truck to Be The Big Seller of The Near Future

The announcement and specifications of the Vim line of light delivery trucks published today by H. Pelton, marks the beginning of an energetic sales campaign to introduce the Vim to Omaha and surrounding territory. Mr. Pelton is one of the dealers along the Omaha Automobile Row, who has formed a concrete belief in the motor truck as a "near future" big seller.

The possibilities for truck sales are unlimited in this section, that fact is conceded by dealers and manufacturers alike. The general opinion is that it is only a question of months before merchants and tradesmen in all communities will use trucks. The present day business calls for speedy deliveries and service is the watch word of numerous business institutions. Truck advertising as a means of acquainting merchants and others confronted with hauling problems will necessarily hold forth many interesting facts for the alert business man and the progressive farmer.

Give your Want Ad a chance to make good. Run it in The Bee.

New Car for Pastor



The Maxwell Sedan shown above is the Christmas gift of the St. Mary's Avenue Congregational church members to their pastor, Rev. G. A. Hulbert. In speaking with several mem-

Winter No Longer Handicap in Motor Car Selling Game

"The past, or rather the passing season," asserts Carl Changstrom of the Standard Motor Car Co., distributor for the Allen and Jeffery lines, "has upset the time-worn assertion made by numerous dealers in automobiles to the effect that the winter made impossible selling weather."

"For several seasons past the manufacturers have pointed with much satisfaction to the dealer who wouldn't allow winter to interfere with his business. The dealers all knew that the percentage of days during the winter when driving was unpleasant were few, but still they hesitated about showing any enthusiasm. It remained for the public to indicate that they would not allow winter weather to stop its cars."

"The public has demanded cars this fall and even now, during the ex-

ters of the congregation at the time of the purchase, many expressions of deep appreciation were voiced concerning the excellent work and valued services of Rev. Mr. Hulbert.

treme cold weather, it is not unusual at all to see purchasers and dealers drive out new cars. This season I believe marks the passing of the winter season to a large extent. "The introduction of closed cars, sedans, town cars and snug, close-fitting curtains has done much to make the motorist comfortable during the cold days also."

Goodrich Guide Posts Great Aid to The Automobilist

All drivers of automobiles are interested in information which they can utilize to make such trips easier and more pleasant when the occasion does arrive to make a tour.

Every main line of auto travel in the state of Nebraska, as well as practically every other state, is covered by the Goodrich guidepost system, as well as Goodrich route books and cards, showing in detail actual mileage from point to point, together

with directions as to turns, unusual landmarks and other information which makes it easier for a tourist to travel along unfamiliar roads.

Goodrich guideposts will be found from coast to coast on the three main transcontinental routes. Three crews with automobile trucks are working constantly to improve this service and add to it.

The United States government recognizes these guideposts as a benefit and numerous state legislatures have thanked the Goodrich company for the work done in their respective states.

Every Goodrich branch is supplied with maps and route cards for free distribution to all tourists, no matter what make of tires they use. These publications, as well as help in planning tours is entirely free of charge to the motorist and this service is available all over the country, as Goodrich is represented everywhere on every route.

Packard Increases Yearly Dividend On Common Stock

The directors of the Packard Motor Car company, at a meeting held Wednesday, passed a resolution increasing the yearly dividend rate on the common stock from 7 per cent to 8 per cent. The increase will apply on the quarterly dividend to be paid on February 1 to stockholders of record January 15.

With deep regret, the directors accepted the resignation of Henry B. Joy as chairman of the board. Mr. Joy insisted on this action being taken, owing to the pressure of other affairs. He is a director of the Federal Reserve bank of Chicago and of the Wabash railroad, vice president of the Detroit Union Railroad Depot company, and among other large interests

owns the controlling stock in Isko Incorporated, manufacturers of electric refrigeration devices.

Mr. Joy is president of the Lincoln Highway association and is prominently identified with many national organizations of patriotic or civic character. He was instrumental in establishing the Packard factory in Detroit and for a period of more than ten years had a leading part in its development.

Several months ago Alvan Macauley succeeded Mr. Joy as president of the Packard company. Mr. Macauley had previously taken over the active direction of the Packard affairs and it was in line with Mr. Joy's wish that he assumed the higher responsibilities of the chief executive.

Sloan's Liniment—Kills Pain.
Is the greatest pain killer ever discovered simply laid on the skin—no rubbing required—it drives pain away. 25c. All drug-gists.—Advertisement.

Ask Your Dealer

About

G. L. W. Spring Oilers

G. L. W. Spring Oiler Company

894 Brandeis Bldg.

Now it's the MERCHANTS and TRADESMEN, whom we are in position to serve

H. PELTON GARAGE

2205 Farnam St.
Phone Douglas 1712

Months ago, we became impressed by a condition that is costing people here at home thousands of dollars. Retailers and tradesmen were using equipment that is costing them and their customers extravagantly.

For pleasure riders, there are superb automobiles—for big manufacturers, there are wonderful motor-trucks. But for parcel delivery there was nothing but extravagance.

Horse delivery is out of date. Also horses cannot cover the

territory which business today demands.

Motor-trucks are too big—half loads and quarter loads is the rule—this wastes gasoline.

Pleasure cars with wagon bodies—were never built for work—it puts them into the repair shop and wracks them to pieces, one after the other.

In our opinion, something special—a truck built for this work was needed—with a capacity between 975 and 1050 pounds.

We began to investigate.

What we found is going to save hundreds of dollars every year to Merchants and Tradesmen.

First

All transportation authorities agree that for parcel delivery, the half-ton load is the only one that can be handled economically. They consider everything; time of loading, time of delivery, distance, routing, ease of handling. Actually 85% of the world's parcels can be delivered profitably only in loads averaging close to the 1000 pound standard.

Second

We found one delivery car company which had gone to the bottom of the parcel delivery problem before undertaking to design a delivery car.

In fact, they know more about the retailer's and tradesmen's problems than he does—than anyone else in the world in fact. They concentrated all their time and attention on this one problem. The VIM (half-ton) Delivery Car was built to meet every one of these delivery conditions—and for nothing else.

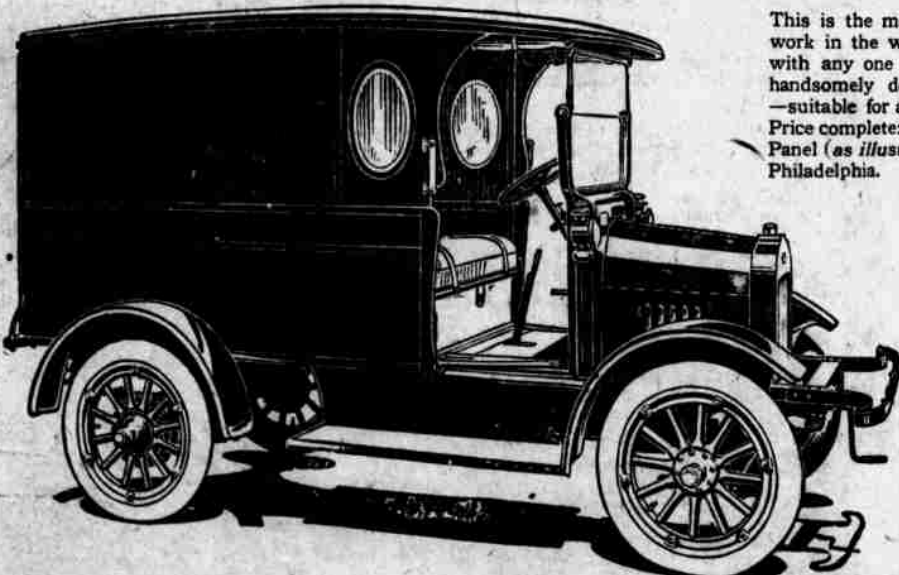
The VIM Motor Truck Company devotes all its industry to turning out just this one product, the VIM (half-ton) Delivery Car. It began business less than three years ago—today it is the largest builders of motor trucks exclusively in the world.

Do you wonder that the cheapest parcel delivery in the world is VIM delivery!

Over 20,000 merchants and tradesmen are paying for their VIMS out of the profits the VIMS themselves are making. Now the VIM Deferred Payment Plan is available to you.

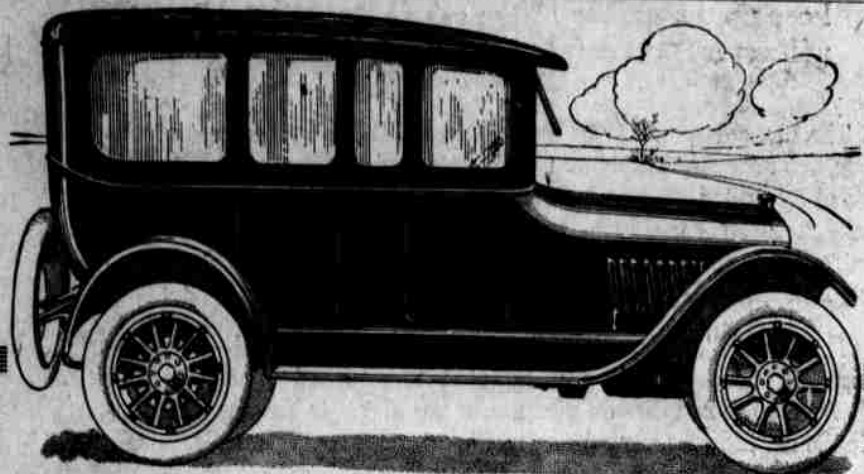
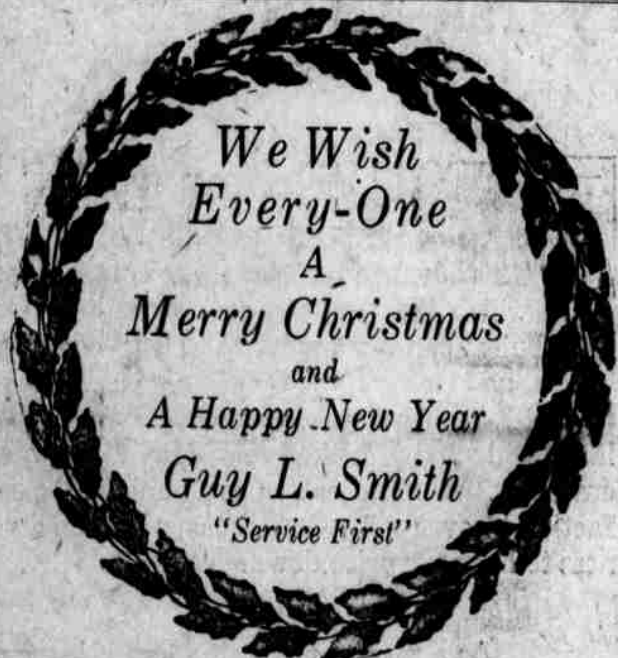
Owing to the heavy demand for the VIM, our allotment is only 50% of what we asked.

It will pay you to get the VIM figures for your business at once.



This is the most efficient chassis for its work in the world—price is \$645. Fitted with any one of twelve types of body—handsomely designed and strongly built—suitable for a hundred lines of business. Price complete: Open Express, \$695; Closed Panel (as illustrated) \$725. Prices F. O. B. Philadelphia.

VIM DELIVERY CAR



SEDAN \$100

If you motored any during the last few days in an open touring car you no doubt will be quite willing to grant that the Sedan is the thing for winter driving.

Whether you have reached this conclusion or not, we would like to show you how comfortable we can make your touring car at a small expense.

The Detroit Weatherproof Top is built for several different types of cars and it fits as snug as any Sedan top made by the factory for their own models.

Come and see it.

Ford Roadster	70.00 f. o. b. Detroit
Ford Touring	77.00 f. o. b. Detroit
Chevrolet 4-90	90.00 f. o. b. Detroit
Maxwell	115.00 f. o. b. Detroit
Overland 83	115.00 f. o. b. Detroit
Buick D45	125.00 f. o. b. Detroit
Chalmers 6-30	140.00 f. o. b. Detroit
Hudson Super-6	160.00 f. o. b. Detroit
Cadillac	160.00 f. o. b. Detroit
Reo the Fifth	

Dealers Write for Our Agency Proposition.

WINTER TOP CO.

2216-18 Farnam Street.

OMAHA, NEB.

Open All Day Sunday

Phone Douglas 853